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MarketNet selected to design Lead Management and Fulfillment Program for Safety Kleen Systems, Inc.

SPRING LAKE, Mich. — January, 2005 — MarketNet Services, LLC, a marketing technology and services firm, announced today the signing of their newest lead management client; Safety-Kleen Systems, Inc. of Dallas, Texas. MarketNet will provide a custom solution that includes automatic inquiry response, customer inquiry tracking, sales lead qualification and lead distribution. This application will be used by Safety-Kleen's nationwide network of branch offices and sales personnel. In addition to quickly passing customer inquiries to appropriate sales or service resources, the system also enables Safety-Kleen to assess the financial return on their marketing program investments.

MarketNet will also be responsible for the first line of communication to potential customers by responding on Safety-Kleen's behalf with customized emails and printed marketing collateral. The customer service team at MarketNet will assist with inquiry data confirmation and lead qualification. All inquiry data will be seamlessly integrated with Safety-Kleen's internal customer relationship management (CRM) system so sales and marketing personnel can continue to use one system for sales tracking and follow-up activities.

The system will be augmented by a literature and mailing fulfillment application. The tool enables users to call, fax, or place online orders for Safety-Kleen marketing materials. Materials can be ordered in bulk quantities for local marketing activities, or as automated mailing campaigns to announce new products or support specific marketing campaigns.

"We're excited to be working with MarketNet on this program. Their experience in designing custom applications to fit complex selling processes was very important to us" said Eric Zimmer, Vice President of Marketing for Safety-Kleen Systems, Inc. "By formalizing our first line of response and communication with prospects, MarketNet ensures that we maintain our brand integrity while quickly passing on the truly qualified prospects to our branch office personnel. This will save us time and money in the long run, allowing the sales force to remain focused on selling."

"While the segments serviced by Safety-Kleen are new to us, the goals of our applications remain the same. We are going to help Safety-Kleen find, know and nurture their customers" said J.T. McDonald, president, MarketNet Services, LLC. "High quality targeted responses, excellent customer service, and advertising investment return analysis is a common goal among our clients. This is yet another opportunity to prove that it can work across various industries."

The Safety-Kleen solution will launch in March 2005 and include 700 users on the system.

About Safety-Kleen Systems, Inc.

Safety-Kleen is the leading parts cleaner, industrial waste management and oil recycling and re-refining company in North America, serving hundreds of thousands of customers in the United States, Canada and Puerto Rico.

About MarketNet

Since 1996, MarketNet has been helping clients find, know and nurture their most valuable asset – customers. Through custom-designed and internally developed technology solutions, MarketNet helps clients generate inquiries, identify qualified prospects, and reliably deliver leads for sales conversion. Clients like The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., SPX Corporation, Safety-Kleen and others have partnered with MarketNet to leverage their advertising investments, yielding more leads and converted sales per dollar spent.

For more information, please visit MarketNet at www.marketnetservices.com.

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