

## News Release

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## Market Velocity® Appoints New Vice President of Sales and Marketing

**ATLANTA, GA** – February 23, 2005 Market Velocity, the only provider of a full-service outsourced solution to help companies trade-in, donate or recycle used IT equipment announced today that Diane Morse has been promoted to vice president of sales and marketing. Morse will be responsible for new business development, management of ongoing client relationships and the execution of corporate marketing strategies.

Prior to Market Velocity, Morse was director of the Hewlett Packard Strategic Business Unit at TechData where she aggressively grew revenues while managing all aspects of the business including revenue and profit forecasting and planning, purchasing, marketing, training and reseller events. Before joining TechData, Morse launched the first Internet initiative for Powersoft, now Sybase. As the online marketing manager, she was responsible for developing innovative methods for the sales and distribution of Powersoft's application development software.

"Diane has extensive experience developing trade-in promotions and programs and clearly understands the needs of our customers," says Frank X. Dalton, Market Velocity CEO. "Her ability to articulate the compelling value proposition that our services deliver will greatly contribute to our company's continued momentum."

### About Market Velocity

Market Velocity, the industry's trade-in expert, helps computer manufacturers, end-users, distributors and value-added resellers get maximum value from used computer equipment by offering the only full service, outsourced solution for trade-in, donation and EPA-approved recycling programs with the industry's highest standards for privacy and data erasure. Market Velocity develops and maintains trade-in web sites, processes returns and payments, provides comprehensive business intelligence reporting and has a vast network of remarketing partners that ensures competitive prices for used assets. Major equipment manufacturers and thousands of their customers rely on Market Velocity to help accelerate the purchase of new technology by maximizing returns on previous investments. For more information, visit [www.marketvelocity.com](http://www.marketvelocity.com).

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