

## News Release—draftv1042005

### Public Relations Contact:

Therese Aleman  
Market Velocity, Inc.  
3885 Crestwood Pkwy, Suite 500  
Duluth, GA 30096  
770-325-6300  
news@marketvelocity.com

## Market Velocity® Celebrates Earth Day

**ATLANTA, GA** – April 22, 2005 Market Velocity, the only provider of a full service solution to help companies trade-in, donate or recycle used IT equipment joins more than 12,000 organizations in 174 countries today to celebrate Earth Day, 2005. The theme of this year's Earth Day celebration is "Protecting Our Children and Our Future" and that fits hand in glove with Market Velocity's mission says Frank X. Dalton, Market Velocity chief executive officer.

"Electronic waste is the fastest growing element of the entire waste stream and poses a significant threat to our environment unless individuals and corporations are committed to disposing of used products wisely," says Dalton.

Market Velocity helps equipment manufacturers develop and implement customer programs for trading in, donating or recycling used IT equipment. The Market Velocity solution manages all business processes, returns, payments and tax credits making it easier for equipment manufacturers to offer customers appropriate options for equipment disposal.

"Any one of the three options helps our environment today and protects it for our children," says Dalton, but he also points out that by donating equipment, companies can help disadvantaged families or children in other ways. "There is a need for millions of used computers in schools and non-profit organizations that serve children, families and other citizens. Companies can maximize their investments in IT while helping others by donating used equipment."

### About Market Velocity

Market Velocity, the industry's trade-in expert, helps computer manufacturers, telecommunications equipment providers, end-users, distributors and value-added resellers get maximum value from used equipment by offering the only full service 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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