

News Release

Public Relations Contact:

Diane Morse
Market Velocity, Inc.
3885 Crestwood Parkway, Suite 500
Duluth, GA 30096
770-325-6288
dmorse@marketvelocity.com

Market Velocity Completes Upgrade of TradeUps™ Solution *Rapid Deployment and Cost Effectiveness are two key benefits of the new solution*

ATLANTA, GA – February 1, 2007 Market Velocity, Inc. (MVI) recently completed a major business process enhancement and technology upgrade effort to provide the next generation trade-in promotional programs for its OEM, Distributor, and VAR clients in the IT and Consumer Electronics industry. Market Velocity provides the industry's leading web-based solution for trade-in, recycling, and donation of limited value assets for clients such as HP, Sony, Palm, Ingram Micro, Research In Motion, Xerox, Ricoh, InFocus, Mitsubishi, Okidata, NEC Visuals, NEC Displays, Helio, Siemens, EverFocus, US Shuttle and Samsung. With this additional flexibility and scalability, MVI can provide complete solutions in less than two weeks at a very competitive price point.

A major component of this effort upgraded the software platform to the latest .NET framework from Microsoft Commerce Server and ASP. Key benefits our clients gained from this migration include quicker deployment of promotions and website solutions, reduced launch costs, and additional capability for customization of their trade-in solution. Quarterly promotions are much easier to plan because the time to execute has been reduced so clients can introduce a compelling trade-in promotion when they need it to accelerate revenue growth.

In addition, to increase stability and scalability to the infrastructure, the MVI server environment was converted to VMWare, a state of the industry solution supporting more than 10 virtual servers on each physical server. This consolidation of workloads has increased performance and efficiency while providing additional levels of scalability. This means the company can launch new customer applications without having to make an additional investment in new hardware. The VMWare strategy allows MVI to fully leverage our new platform and respond faster to changing business demands.

"Seven years ago MVI created the TradeUps platform to revolutionize the way OEM's Distributors, and VAR's could accelerate the sale of new products while still helping their customers realize value from older equipment. The result was a solution that has been utilized by such industry giants as HP, Sony, Palm, RIM, Xerox and others," said Market Velocity's CEO, Frank X. Dalton. "To ensure our clients were receiving the highest level of performance and service from MVI, we enhanced our technology through upgrading our software and hardware infrastructure to meet the growing demands of our high profile clients. The change has clearly benefited MVI and its clients," said Dalton "Once we brought the new system online and adjusted our business processes to take advantage of the upgrades, we recognized many additional opportunities to dramatically enhance our client's ability to promote new product offerings and extends Market Velocity's competitive advantage in the market."

About Market Velocity

Market Velocity makes it simple for technology companies, distributors, and resellers to drive new sales and increase market share with creatively packaged online equipment upgrade programs. Clients like HP, Sony, Ingram Micro, and Palm are able to attract new buyers with exciting trade-in promotions while offering existing customers compelling, instant trade-in values for previous purchases through Market Velocity's vast network of pre-qualified remarketers. Customized trade-in sites are integrated with in-depth services and customer support to manage every aspect of trade-in programs, from promotion design through payments processing and extensive market data analysis. End users have multiple equipment disposal options including trade-in, donations and recycling programs that meet the industry's highest standards for safety and privacy. Visit www.marketvelocity.com to learn more about the industry's only full-service web-based solution for trade-in, recycle, and donation programs.

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