

News Release

Public Relations Contact:

Therese Aleman
Market Velocity, Inc.
3885 Crestwood Pkwy, Suite 500
Duluth, GA 30096
770-653-2050
news@marketvelocity.com

Market Velocity Launches TradeUps™ Express

Streamlined solution is designed for small and medium-sized OEM's and VAR's

ATLANTA, GA – October 18, 2005 Market Velocity, the only provider of fully integrated business solutions including trade-ins, donations and recycled used IT equipment, announced today that it is launching TradeUps Express, a “rapid deployment” version of its flagship TradeUps solution. TradeUps Express is designed for small to medium-sized original equipment manufacturers (OEM's) and value-added resellers (VAR's) who want to be able to quickly and easily offer an array of asset disposal options to their customers.

Market Velocity's TradeUps offering is a comprehensive, customizable solution for automating trade in, recycle and donation programs including extensive product catalogs providing instantaneous values, development and maintenance of trade-in web sites, returns and payments processing, business intelligence reporting and an extensive network of remarketing and recycling partners. Traditionally, TradeUps customers have been large equipment manufacturers, distributors and resellers who need a trade, recycle and donation solution that is highly customized to meet their specific needs.

TradeUps Express offers the same robust trade-in features to small and medium-sized OEM's and VAR's. TradeUps Express can be deployed quickly and provides a more streamlined and less costly alternative to companies who want to launch a trade-in program.

“When OEM's, VAR's and distributors have the ability to offer trade-in programs, they are able to sell more equipment, turn inventory more rapidly and have a distinct competitive advantage,” says Frank X. Dalton, Market Velocity CEO. “By offering a more nimble version of our full service solution, we're able to provide these important benefits to a broader range of customers and deploy very cost-effective trade-in programs in a matter of days.”

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.

--end--