

It's a Good Day to Go Green with TradeUps®

Market Velocity's recycling, trade-in and donation solutions are helping manufacturers do the right thing for the environment and their business on Earth Day and throughout the year.

ATLANTA, GA – April 17, 2009 -- As a member of the Environmental Protection Agency's (EPA) WasteWise program, [Market Velocity](#) is committed to helping organizations reduce and recycle technological waste. On April 22nd, organizations and communities across the globe will be celebrating [Earth Day](#) to promote environmental awareness. Market Velocity's experts can help you to get the best results to help the environment and your bottom line.

Today's technology-savvy consumers are upgrading and replacing their desktops, laptops, cell phones and PDAs faster than ever before. The benefits to manufacturers, resellers and their customers are substantial. Unfortunately, so are the consequences to the environment if those unwanted products are not disposed of responsibly. Of the hundreds of millions of electronic devices retired each year in the United States, only about 20% are currently being recycled. As legislation and public environmental awareness put increasing pressure on manufacturers, companies like Atlanta's Market Velocity are making it easy to be part of the solution and not the problem.

"Last year, Market Velocity managed the recycling of over 800 thousand pounds of IT and consumer electronics equipment," explains Mark Eigenbauer, President of Market Velocity. "While doing that, we saved our clients the cost of managing their own recycling initiatives and supporting legacy products. We helped them to displace competitive brands, increase sales and mitigate the risks of having their products associated with toxic waste and illegal disposal issues. Their customers enjoyed the highest trade-in values and were able to buy the latest technologies. Both consumers and manufacturers were able to conveniently reduce their carbon footprint. It is really a win-win situation for everyone and we're proud of what we do."

As the leading provider of online asset recovery services, Market Velocity offers tailored recycling, trade-in and donation solutions for technology manufacturers, retailers, resellers and consumers. For the past decade, the company has helped its clients to reduce the environmental impact of technology disposal by ensuring that end-of-life products are reused, properly recycled or donated.

"Through our TradeUps® solutions, our clients can give their customers a convenient way to get maximum value for their old equipment to offset the purchase of new technology," continues Mr. Eigenbauer. "If it has no value, we help them recycle responsibly and dispose of recyclable components according to EPA guidelines. We handle all the program logistics for our clients, allowing them to focus on their core business."

Market Velocity's solutions are completely customizable and include standard features like instant value quoting, returns, payment and rebate processing, and the collection and analysis of buying data. More and more companies are including these services as part of their environmental marketing strategies because they combine convenient social responsibility with a cost-effective and sustainable competitive market advantage. In these challenging economic times, this combination makes green initiatives even more attractive and helps companies become environmental stewards.

Through a vast network of remarketers, Market Velocity offers the most competitive values for tens of thousands of used products while providing asset disposal options that meet the industry's highest standards. "Cooperation and innovation are instrumental to the success of any green initiative," observes Mr. Eigenbauer. "For example, we recently partnered with Rechargeable Battery Recycling Corporation so that our clients can now offer their customers a convenient way to recycle rechargeable batteries found in devices like laptops, PDAs, mobile and cordless phones, and camcorders. We also partnered with Discern LLC to launch our [tradeups.com](#) solution so that consumers can now quickly and easily trade-in or recycle their used consumer electronics products for free, online."

About Market Velocity

Market Velocity, the leading provider of turn-key, web-enabled [recycling](#), [asset recovery](#), [trade-in](#), and [donation](#) solutions for Fortune 1000 and consumer electronics manufacturers, and a wholly owned subsidiary of [Mediagrif](#) Interactive Technologies Inc. (TSX: MDF), makes it simple for technology companies, distributors and resellers to drive new sales and increase market share with creatively packaged, online equipment upgrade programs. Market Velocity's clients 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 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 [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 programs and launch your upgrade campaign today.

For further information:

Market Velocity, Inc.

Diane Morse

VP Sales and Marketing

Tel: (770) 325-6288

Email: dmorse@marketvelocity.com