



5<sup>th</sup> July 2006

**- NEWS BULLETIN -**

**Lexmark Re-launches Partner Extranet**

***Dedicated website revamped to boost sales for partners***

Lexmark International, the printer manufacturer, today announced the re-launch of its dedicated Partner Extranet for resellers, with the added benefit of simple navigation to make it easier than ever for the channel to work with Lexmark to grow their business.

The Lexmark Partner Extranet is a dedicated sales tool for Lexmark resellers, designed specifically to boost sales and enhance margins. It contains clearly laid out product information, promotional details and marketing tools at the click of a button along with a simplified subscription process. To become a member, resellers should simply visit the Lexmark homepage at [www.lexmark.co.uk](http://www.lexmark.co.uk) and following instructions for the '100% Partner Programme'.

Special features of the Partner Extranet include:

1. **Printer Advisor:** An interactive tool whereby resellers can find the right printer for their customer's needs. Resellers simply answer the online questions by filling out their customer's requirements and the Printer Advisor guides them through the best options to suit the customer.

2. **Printer Configurator:** A step-by-step tool to help resellers specify and configure the many outstanding features and options available with Lexmark printers. Product information, helpful messages and hints on choosing features are all context-sensitive, allowing resellers to specify the printer their customer needs quickly and accurately. Resellers will then be able to create detailed personalised quotes for their customer.

3. **Sales Tools:** To help sales floors see the benefits of Lexmark printing solutions, sales tools such as key selling argument documents, showing market trends and positioning, and product information including Q&As and interactive tours of the product, are now available to resellers on the Partner Extranet.

4. **Mediabank:** Resellers have easy access to the Lexmark Mediabank, containing product images and brochures. The Mediabank has been re-designed to make it easier for channel partners to find their way around the site and reach the information they need.

5. **Marketing Tools:** Customisable flyers, adverts and e-shot templates are now available on the Partner Extranet so resellers can promote Lexmark offers. Lexmark understands that the web is an important way for the channel to reach customers, so web banners advertising the end user cashback offers will also be available from the Partner Extranet. Banners can be resized and customised if required.

“The Partner Extranet is a dedicated tool to support resellers, and the improved navigation and added benefits are designed to help grow their business,” comments Mark Seaman, SMB Director at Lexmark UK. “Our aim is to make it as easy as possible for resellers to do business with us by providing the information and collateral that they need to make sales. We look forward to hearing feedback from our channel partners.”

Lexmark is also pleased to announce the first winner of the new Open Channel Reseller Awards this month. This award goes to Porthale Services of Hayes, who have been recognised for their outstanding work to promote Lexmark products to their customer base and adding to the range of Lexmark products they currently offer. Porthale win a new Lexmark E120n printer.

- ends -

**For further information please contact:**

Karen Jason  
The Red Consultancy  
Tel: 0207 025 6500  
Email: [karen.jason@redconsultancy.com](mailto:karen.jason@redconsultancy.com)

**About Lexmark**

Lexmark International, Inc. makes it easier for businesses and consumers to move information between the digital and paper worlds. Since its inception in 1991, Lexmark has become a leading developer, manufacturer and supplier of printing and imaging solutions for customers in more than 150 countries. Lexmark reported \$5.2 billion in revenue in 2005, and can be found on the Internet at [www.lexmark.com](http://www.lexmark.com).

Lexmark and Lexmark with diamond design are trademarks of Lexmark International, Inc., registered in the U.S. and/or other countries.