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**MARKETTOOLS NAMED AS WINNER OF THE 2008 HIGH IMPACT MARKET RESEARCH
AWARD BY *RESEARCH BUSINESS REPORT***

*Company's Leadership in Data Quality and Innovative Research Solutions Recognized for Excellence by
Market Research Trade Press and Advocate RFL Communications*

SAN FRANCISCO—November 12, 2008—MarketTools, Inc. today announced that TrueSample™ SurveyScore, a patent-pending process that provides an objective measure of survey quality and engagement, has been named by the market research industry's leading news publication, *Research Business Report*, as the 2008 winner of the "High Impact Market Research Project Award." Inaugurated in 2000, the annual "High Impact Market Research Project Award" honors a single research project that best exemplifies leadership in the market research industry by nudging or forcefully pushing client and supplier researchers into more progressive directions. This year, RFL Communications selected TrueSample SurveyScore for its response to the research industry's now two-year-old search for solutions to common data quality issues. Additional details of the award will be released in the November 2008 issue of *Research Business Report*.

"We think that MarketTools' TrueSample SurveyScore is an incredible concept," said Bob Lederer, president of RFL Communications and editor & publisher of *Research Business Report*. "Considering how vital questionnaire construction is in the research process, it is amazing that no other company has attempted this before. TrueSample SurveyScore is a brilliant research tool and we look forward to tracking its progress as it evolves."

MarketTools' TrueSample is the industry's only comprehensive data quality technology for eliminating inaccuracy and fraud in online market research. Only TrueSample employs six distinct layers of validation—three at the panel level and three at the survey level—to catch false, duplicate, or dis-engaged respondents. These six layers of fraud prevention and data cleansing have removed almost one-quarter of potential survey respondents to date.

SurveyScore, a key component of the overall TrueSample solution, was developed specifically to increase data quality by measuring and predicting the impact of elements of survey design on respondents. MarketTools TrueSample clients not only access Real, Unique, and Engaged panelists, they will also be able to keep respondents engaged with their surveys.

"MarketTools is honored to be recognized by *Research Business Report* and RFL as winner of the 'High Impact Market Research Project Award'," said John Ouren, executive vice president and general manager at MarketTools Inc. "This award highlights MarketTools as an industry leader in delivering technology solutions that meet unmet needs in the research industry for objective measurements of survey engagement, data accuracy and survey quality. With our internal team of research experts and the TrueSample Quality Council of marketing and consumer insight leaders from across industries, we are changing the way online research is done."

About RFL Communications and *Research Business Report*

For 15 years, RFL Communications (Skokie, IL) has been a leading provider of business news and information for market research professionals. Its flagship publication, *Research Business Report*, focuses on new technologies and methodologies, emerging trends, and business news and information key to the market research and media intelligence industries. In addition to *Research Business Report*, RFL publishes three other acclaimed research industry trade publications designed to help researchers improve their efficiency and effectiveness. In recent years, the firm has championed a number of issues of critical importance to the market research industry, including respondent cooperation and data quality. For more information, visit www.rflonline.com

About MarketTools

MarketTools is the leading technology and solutions provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class research platforms, quality-assured global panels and research innovation, MarketTools enables companies to better identify new opportunities, fuel greater product success and build customer advocacy. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes Zoomerang™, zTelligence™, CustomerSat™, TrueSample™, Insight Networks™, Idea Networks™ and ZoomPanel™.

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit: www.markettools.com.

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