



MEDIA CONTACT:

Marisa Borgasano
Schwartz Communications
(415) 512-0770
markettools@schwartz-pr.com

FOR IMMEDIATE RELEASE

MARKETTOOLS RANKED NUMBER ONE IN SATISFACTION

Senior Research Decision Makers Select MarketTools as the Top Supplier in Market Research

SAN FRANCISCO—April 21, 2009—MarketTools, Inc. has been named as the top market research supplier in the annual survey of research decision makers conducted by MarketResearchCareers.com. The survey polled more than 600 market research professionals with MarketTools being ranked number one in customer satisfaction out of the 18 full-service vendors rated in the survey. This industry recognition highlights MarketTools' exemplary solutions and commitment to customer support.

Decision makers indicated that the most important attributes they consider when evaluating research partners were: quality of the underlying data (77 percent); quality of the insights and recommendations (66 percent); and cost (59 percent), leading them to choose MarketTools as the overall leader in satisfaction for 2009.

"We are particularly proud of being recognized in the MarketResearchCareers.com survey because this honor reflects the judgment of a large group of experienced market research leaders and is based on customer satisfaction," said Scott Arnold, President and CEO of MarketTools.

MarketTools is recognized as the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of technology platforms, quality-assured panels and research innovation, MarketTools enables companies to better identify new opportunities, optimize for greater product success and build customer loyalty. This unique set of capabilities has led more than 400 of the Fortune 500 to rely on MarketTools' solutions to drive their businesses.

"We congratulate MarketTools on its number one ranking within our 2009 Annual Survey of Market Research Professionals," said Mike Carroll, director of sales and marketing for MarketResearchCareers. "With more than 140 evaluations of 18 leading suppliers from senior professionals who regularly use full-service and syndicated market research, the satisfaction experienced by MarketTools customers is the highest in the industry."

About MarketTools

MarketTools is the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels and research innovation, MarketTools enables companies to innovate and identify new opportunities, optimize product success and build customer loyalty. 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 MarketTools.com,TM Zoomerang,TM CustomerSat,TM TrueSample,TM and ZoomPanel.TM

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.