

**MEDIA CONTACTS:**

Dave Close  
Schwartz Communications for MarketTools  
(415) 512-0770  
[markettools@schwartz-pr.com](mailto:markettools@schwartz-pr.com)

Charlotte Luer  
LJH Financial Marketing Strategies  
for ARSgroup  
(239) 404-6785  
[CLuer@ljhfm.com](mailto:CLuer@ljhfm.com)

**MARKETTOOLS ANNOUNCES THAT ARSGROUP ADOPTS  
MARKETTOOLS® TRUESAMPLE™**

*ARSgroup To Deliver New Online Research Methodology, **ars.connect**,™  
Using TrueSample To Ensure Data Quality*

**SAN FRANCISCO and EVANSVILLE, IND.—October 13, 2009**—MarketTools, Inc., the leading provider of Customer Insight Management solutions, and ARSgroup, the leader in communications optimization, today announced that ARSgroup will adopt MarketTools TrueSample technology to provide proven data quality for online research.

ARSgroup has a 40-year history of leading the industry in sophisticated communications optimization for many of the world's leading advertisers. After extensive testing and validation, ARSgroup is establishing the next paradigm of market research with the introduction of the **ars.connect** test suite, a new copy testing solution that integrates TrueSample to provide the precision of offline testing with the convenience of online testing. With **ars.connect**, ARSgroup has created the industry's first validated online behavioral copy testing system that is powered by state of the art TrueSample technology. This disruptive innovation will help ARSgroup move to the next level of effectiveness, efficiency, and reliability in the research process while ensuring that research respondents are real, unique and engaged.

"ARSgroup has never compromised on the quality of our research and as we planned the launch of our new **ars.connect**, we knew that sample quality was a critical component. MarketTools has led the industry by delivering technology that addresses the problem," said Jeffrey K. Cox, Chief Executive Officer at ARSgroup. "By taking our industry standard copy testing online, and making it faster, more flexible, and ensuring that only the highest quality sample is used, we are bringing innovation to an industry where the old way of doing things is simply no longer good enough."

"We applaud ARSgroup's strategic decision to adopt MarketTools® TrueSample™ to ensure data quality," said Joan Lewis, Global Consumer and Market Knowledge Officer of Procter & Gamble. "Quality is central to our work at Procter & Gamble, and we are pleased to have a supplier who is taking a leadership role in driving research quality."

"ARSgroup's decision to deliver its new online capabilities with TrueSample shows that research innovators are recognizing that quality is core to their success," said Scott Arnold, President and CEO of MarketTools, Inc. "We look forward to partnering with ARSgroup to lead the industry in assuring quality online sample."

ARSgroup's support of TrueSample extends beyond their adoption of the technology. ARSgroup will be joining the MarketTools TrueSample Quality Council, a premier group of executives from leading consumer, marketing and research organizations dedicated to improving and standardizing the quality of online sample. Other members of the TrueSample Quality Council include representatives from General Mills, Procter & Gamble, Kraft, Microsoft, and Toluna. In addition, ARSgroup is moving much of its U.S. and European-based research online with the MarketTools.com platform and MarketTools service bureau.

MarketTools service bureau provides a full-range of survey services from survey programming to data processing.

### **The Industry-Leading MarketTools TrueSample Technology**

MarketTools TrueSample is the research industry's premier online data quality solution that improves the quality of online research by identifying and removing fake, duplicate and unengaged respondents from research samples. With TrueSample in place, ARSgroup is migrating its highly predictive behavioral advertising research system to an online environment. With this move, advertisers will receive the same level of precision and insight as with the traditional offline approach, but more quickly with an online approach.

MarketTools TrueSample combines powerful validation, fingerprinting and de-duplication into one comprehensive technological solution that ensures that survey respondents are:

**Real**—TrueSample uses extensive third-party databases to guarantee that all prospective panelists are who they say they are;

**Unique**—TrueSample ensures that no respondent can take a survey twice by eliminating both overlaps (panelists in multiple panels) and duplicates (panelists who sign up in one panel more than once);

**Engaged**—TrueSample's award-winning panelist engagement technology removes speeders and straight-liners, in real time, and provides quantified feedback on survey design via SurveyScore™.

Current TrueSample-certified panels include those from Greenfield Online, Research Now, and ZoomPanel, MarketTools' own TrueSample-certified panel.

### **About ARSgroup**

Since 1968, ARSgroup has helped leading advertisers measure, forecast and optimize their advertising messages. The company's extensive knowledge base and proven models have been validated through innovative, scientific research-on-research to help many of the world's leading advertisers. ARSgroup's digital age solutions are designed to evaluate and optimize campaigns comprised of any combination of touch points. From strategy development, to all stages of creative development, to in-market validation, ARSgroup's behavioral products are proven through independent audits to help marketers meet and exceed their business objectives. ARSgroup is certified as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC).

For more information, please visit: [www.arsgroup.com](http://www.arsgroup.com).

### **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,™ Zoomerang,™ CustomerSat,™ TrueSample,™ ZoomPanel,™ and ZoomPanel™ Tech.

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](http://www.markettools.com).

\* \* \*