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MARKETTOOLS ANNOUNCES MARKETTOOLS® TRUESAMPLE™ 3.0 WITH NEW CROSS-PLATFORM CAPABILITIES

Latest Release of Patent-Pending Technology That Delivers Fraud-Free Sample Extends Reach to All Survey Platforms

SAN FRANCISCO —October 27, 2009—MarketTools, Inc., the leading provider of Customer Insight Management solutions, today announced the availability of MarketTools TrueSample 3.0, the latest release of MarketTools TrueSample, the research industry’s premier online data quality solution that ensures the highest quality research by removing fake, duplicate and unengaged respondents from research samples, and measures the quality of survey instruments to increase respondent engagement with SurveyScore™, a feature of TrueSample. This newest version, TrueSample 3.0, represents the industry’s most comprehensive online data quality solution that works with any survey, on any survey platform, using any sample source. In addition, MarketTools today announced that the company has filed a provisional patent application for TrueSample.

MarketTools TrueSample 3.0 adds the following new features and functionality:

- Cross-platform compatibility: With TrueSample 3.0, researchers can realize the benefits of TrueSample on any survey platform, including Confirmit®, SPSS® Inc.’s PASW Data Collection for Online Surveys, and the MarketTools.com survey platforms. This allows researchers to consistently apply TrueSample across studies, regardless of survey platform used. TrueSample 3.0 also includes detailed reports that provide researchers with insight into how many fake, duplicate, and unengaged respondents are identified in each TrueSample-enabled survey they conduct, and how the numbers compare across surveys and across suppliers.
- Real-time Sample Validation: TrueSample 3.0 gives researchers the ability to validate, in real time, the authenticity of survey respondents from any sample source. This means that the sample used for a study does not have to be pre-validated, as TrueSample 3.0 catches fake, duplicate and unengaged respondents during survey-taking, resulting in higher quality research results.
- Advanced Panel Validation Tools: TrueSample 3.0 offers the TrueSample.net portal, where suppliers can easily upload any panel file for validation, and see detailed reports on how many panelists were excluded by panel, recruitment source and program, giving them greater insight into which recruiting sources and programs contribute the highest quality panelists. For sample suppliers who want to proactively validate their panels, TrueSample 3.0 includes an API that can be integrated easily into any online panel recruitment process to validate prospective panelists in real time, as they attempt to join a panel.

“We are thrilled by the market acceptance of our TrueSample solution, and TrueSample 3.0 addresses the request we heard from our customers most often, namely to make TrueSample work with all leading survey platforms,” said John Ouren, EVP and General Manager of Panels at MarketTools, Inc. “More

than 100 customers are already using TrueSample, and with TrueSample 3.0's new cross-platform capabilities, its real-time validation technology, and the new TrueSample.net portal, we expect that number to increase dramatically in the coming months."

"At Merrill Research, we are known for the quality of the research we conduct and, with TrueSample 3.0, we can be even more confident that the sample we use, and the results we provide to our clients, are of the highest quality, regardless of the survey platform or source of sample," said Patrick Merrill, Founder of Merrill Research. "MarketTools is leading the industry in terms of quality solutions that can be consistently applied across studies in an automated way, and we are excited to use TrueSample 3.0."

Benefits to Sample Suppliers

MarketTools TrueSample 3.0 provides a number of new benefits to sample suppliers. Since prospective panelists can now be verified in "real time" as they attempt to join a panel, suppliers will save money by not paying recruitment fees for fraudulent or duplicate panelists. The ability to validate survey respondents in real time, just as they are accessing a survey, allows sample suppliers who do not have panelists' name and address information on file, or who choose not to pre-validate their entire panel, to send panelists to a TrueSample-enabled survey to be validated in real time. The new TrueSample.net portal gives sample suppliers the ability to quickly and easily upload panel files for validation so they can quickly determine which panelists should be removed. Pre-validation of panelists before they receive surveys helps suppliers reduce costs by more accurately managing quotas.

TrueSample Is Now Patent-Pending

MarketTools has filed a provisional patent application to protect several critical components of TrueSample. The invention, entitled "Apparatus and Method for Real-Time Validation of Reporting of Survey Information in a Cross-Platform System," applies to a broad set of TrueSample's underlying technologies. The application has been filed to protect the MarketTools TrueSample database for survey instrument design and survey respondent quality, along with the technologies that enable cross-platform survey validation, real-time reporting of both survey and panelist validation, and real-time validation of survey respondents.

This patent application represents the industry's first patent to protect technologies that enable data quality across survey platforms and survey instruments, and is another in MarketTools Inc.'s growing portfolio of technology patents.

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.

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 TrueSample SurveyScore™.

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

About MarketTools, Inc.

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 ZoomPanel,TM and ZoomPanelTM 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.

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