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**WINNERS ANNOUNCED FOR THE 2009 MARKETTOOLS CUSTOMERSAT  
ACHIEVEMENT IN CUSTOMER EXCELLENCE (ACE) AWARDS**

*Prestigious Annual Program Recognizes the Best of the Best in Using Enterprise Feedback Management (EFM) to Increase Customer Satisfaction and Improve Business Results*

**SAN FRANCISCO—March 23, 2010**—MarketTools, Inc. today announced the winners of the 2009 MarketTools CustomerSat Achievement in Customer Excellence (ACE) Awards, which certify, acknowledge and celebrate outstanding achievement in customer satisfaction. The annual program, now in its fifth year, recognizes MarketTools CustomerSat clients demonstrating excellence in the application of customer feedback processes that result in outstanding customer satisfaction and improved business results.

“Earning a MarketTools CustomerSat ACE Award validates an organization’s success and effectiveness in building customer satisfaction and loyalty,” said Justin Schuster, vice president of EFM Solutions for MarketTools, Inc. “Customer satisfaction is one of the most important factors for long-term business growth, critical to both customer retention and customer acquisition. We are proud to recognize this year’s award winners for their commitment to and achievement in using enterprise feedback management to gain the actionable insights they need to increase customer satisfaction.”

**2009 MarketTools CustomerSat ACE Award Recipients**

Thirty-five organizations earned 2009 MarketTools CustomerSat ACE Awards, with several qualifying for the award across multiple survey programs. For those who qualified with multiple survey programs, the number of qualifying programs is indicated in parenthesis beside the organization’s name. The winners are:

21st Century Insurance; Actuate; ADT Security Services, Inc. (2); ADT Worldwide (5); Allstate Insurance Company; American General Life Companies (2); Autodesk; Bayer HealthCare LLC; Canon USA; Cardiac Science Corporation; CareFusion; Carlson Wagonlit Travel; Cessna Aircraft Company; CompuCom Systems, Inc.; Computacenter; CyberSource (4); Deltek; Digital Insight, an Intuit company (4); HireRight (2); Infor (2); Keynote Systems; MassMutual (3); Merck & Co, Inc. (6); Newmarket International, Inc. (4); Omnicell (4); Quest Software, Inc.; ShoreTel (7); Siemens Industries, Building Technologies Division (3); Siemens Healthcare Diagnostics (5); SimplexGrinnell, a Tyco International company; Toshiba; Travel Guard; United Stationers; Waters Corporation; and Wind River.

Several companies have been recognized with a MarketTools CustomerSat ACE Award three or more times since the program’s inception in 2005. The multi-year winners are:

- Five-time winners: CompuCom, CyberSource and Digital Insight, an Intuit company
- Four-time winners: 21st Century Insurance and Newmarket International, Inc.
- Three-time winners: Actuate, American General Life Companies, Deltek, HireRight, ShoreTel, Toshiba and Waters Corporation

### **About the MarketTools CustomerSat ACE Awards**

Established in 2005, the MarketTools CustomerSat ACE Awards program recognizes outstanding achievement in customer satisfaction. To be eligible for a 2009 MarketTools CustomerSat ACE Award, clients must complete an application form and have conducted one or more customer satisfaction surveys during the calendar year for which the Award is given. Qualifying performance is determined by a combination of customer satisfaction mean scores and top-box rating percentages maintained during at least a 6-month period in the calendar year. The customer feedback on which awards are based must be representative of the entire business, or qualifying business unit or business segment, to which the award applies. MarketTools ensures that the survey processes on which metrics are based are rigorous, defensible and repeatable. Surveys may use either a census of customers or representative sampling with specified minimum confidence levels and maximum margins of error.

### **About MarketTools CustomerSat**

MarketTools CustomerSat is a Web-based Enterprise Feedback Management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of customer satisfaction researchers, MarketTools helps clients optimize satisfaction and loyalty programs that deliver high-value business impact.

### **About MarketTools, Inc.**

MarketTools is the leading provider of software and services for Enterprise Feedback Management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. 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 CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, 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).

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