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**ALEX TERRY JOINS MARKETTOOLS AS EXECUTIVE VICE PRESIDENT AND
GENERAL MANAGER OF ZOOMERANG BUSINESS**

*Seasoned Internet Entrepreneur Brings Extensive Experience in High Growth Environments to
Leader in Online Surveys*

SAN FRANCISCO —August 26, 2010—MarketTools, Inc., the leader in software and services for market research and enterprise feedback management (EFM), today announced that seasoned entrepreneur Alex Terry has joined the company as Executive Vice President and General Manager of the Zoomerang® online survey business. Terry brings more than 20 years of management experience in high-growth Internet companies to MarketTools.

“Alex’s impressive record of growing technology startups into market leaders will extend Zoomerang’s position as an innovator and leader in online surveys,” said Scott Arnold, president and CEO of MarketTools, Inc.

Terry is responsible for all aspects of the Zoomerang business including growing the subscriber base, pursuing new market opportunities in the online survey and poll market, and driving overall financial results. Terry will also lead the team in defining a product roadmap that delivers new, innovative features to meet customers’ needs.

“I see huge opportunities to grow the Zoomerang business through social media and other channels,” said Terry. “As the pioneer in online surveys with millions of users, Zoomerang continues to innovate in online surveys and online polls, and I’m thrilled to be part of the team that will raise the bar even further.”

Prior to MarketTools, Terry was the President and CEO of NeoEdge Networks, a digital media company. There, he built the company from pre-revenue to a multi-million dollar company with steeply accelerating growth, and forged partnerships with top Internet companies including Microsoft, Viacom and Yahoo! Previously, Terry worked at Time Warner as the vice president and general manager of America Online, Inc.’s Voice Services division, where he increased profits by more than 300 percent. Earlier in his career, he co-founded a number of technology companies including International ThinkLink, which was acquired by Microsoft, and RockWeb.com, which was acquired by WAH Entertainment.

About MarketTools Zoomerang

Zoomerang was introduced by MarketTools in 1999 as the world’s first Web-based survey solution. Zoomerang surveys and polls are fast, easy-to-use and powerful. Millions of individuals and thousands of businesses, non-profits and educational institutions trust Zoomerang to help them make more informed

decisions with minimal cost and effort. Zoomerang provides customizable survey templates for the most common questions including customer satisfaction, meeting feedback, product feedback, event planning, online voting and hundreds more. Zoomerang customers can take advantage of Zoomerang Sample, a panel of more than 2.5 million consumers ready to take surveys, and professional services including expert survey design and survey programming. For more information, visit www.zoomerang.com.

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®, Zoomerang® Sample, 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 and www.zoomerang.com

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