



MEDIA CONTACT:

Andy Kill
Airfoil PR for MarketTools, Inc.
(650) 691-7311
kill@airfoilpr.com

ROD MCGEARY JOINS THE MARKETTOOLS® BOARD OF DIRECTORS

Technology Veteran Brings Wealth of Management and Technology Consulting Experience to MarketTools

SAN FRANCISCO —July 29, 2010—MarketTools, Inc., the leader in software and services for enterprise feedback management (EFM) and market research, today announced that Rod McGeary has joined its Board of Directors. McGeary brings to MarketTools more than 30 years of executive management experience across a wide range of business environments, including high-growth technology companies and large, global consulting services organizations.

McGeary joins a Board of Directors with notable experience in market research, customer experience, marketing and technology. The company’s investors include Procter & Gamble and well-established private equity firms Oak Hill, InterWest, W Capital, and Ticonderoga.

“Given his outstanding record of success in leading both technology and services businesses both as a senior executive and board member, we are delighted to have Rod join our board,” said Scott Arnold, President and CEO of MarketTools, Inc. “His experience in high growth companies during his 20 years in management and technology consulting will be invaluable as MarketTools continues to grow profitably.”

“MarketTools is well positioned to continue its strong growth and value creation by offering innovative technologies and complementary services that deliver real business value to its customers,” said McGeary. “Having led organizations that delivered impactful business results through technology, I look forward to working with the great team at MarketTools to maximize the company’s potential for success.”

McGeary currently sits on the boards of Cisco Systems, Inc., Dionex Corporation, and National Semiconductor, and he has served as Chairman of the Board of BearingPoint, Inc. McGeary brings extensive operating experience to the MarketTools board including serving as Managing Director of KPMG Consulting LLC, a wholly owned subsidiary of BearingPoint, Inc., Co-Vice Chairman of Consulting of KPMG LLC, and Chief Executive Officer of Brence, Inc., a wireless communications company acquired by Syniverse in 2003. Earlier in his career, he served in several capacities with KPMG LLP, including audit partner for technology clients. McGeary is a certified public accountant and holds a B.S. degree in accounting from Lehigh University.

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.

* * *

All trademarks are the property of their respective owners.