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**DAVID RUSHER JOINS MARKETTOOLS AS SENIOR VICE PRESIDENT OF SALES  
FOR ENTERPRISE FEEDBACK MANAGEMENT (EFM)**

*Former Siebel Systems and RightNow Technologies Executive Tapped to Build on MarketTools'  
Increasing Momentum in EFM*

**SAN FRANCISCO —May 20, 2010—**MarketTools, Inc., the leader in software and services for Enterprise Feedback Management (EFM) and market research, today announced that veteran Software-as-a-Service (SaaS) sales executive David Rusher has joined MarketTools as Senior Vice President, EFM Sales. Rusher brings more than 15 years of technology and SaaS sales experience to the MarketTools EFM team.

“Our EFM business is experiencing tremendous growth, and we’ve dramatically increased our investment in EFM across the board – in product development, consulting services, marketing, and sales,” said Mike Pope, COO of MarketTools, Inc. “David’s successful track record in building and managing teams in high growth environments, his focus on clients’ needs, and his ability to pair technology and services to deliver exceptional value to customers will further accelerate our leadership position in the EFM space.”

Rusher will oversee the sales and business growth of MarketTools CustomerSat, MarketTools’ leading EFM solution. Leading enterprises worldwide use MarketTools CustomerSat to increase customer satisfaction, build customer loyalty, and ultimately increase revenue by deepening customer, employee, and partner relationships.

“MarketTools is poised for exceptional growth in its EFM business, and I’m excited about helping drive this expansion,” said Rusher. “The MarketTools CustomerSat solution already counts some of the world’s leading brands as customers, and they depend on CustomerSat to deliver the insights they need to improve customer satisfaction; I’m proud to lead the sales efforts for such a compelling offering.”

Prior to MarketTools, Rusher served as Regional Vice President for RightNow Technologies. At RightNow, Rusher was responsible for growing subscription revenue, professional services revenue and driving subscription renewals through direct and indirect sales channels. Prior to RightNow, David spent 10 years at Siebel Systems, where he held a variety of senior-level positions in solutions consulting and industry solutions. Earlier in his career, Rusher developed software solutions for both Sterling Commerce and Tandy Information Services.

### **About MarketTools CustomerSat Software and Services**

MarketTools CustomerSat is a SaaS Enterprise Feedback Management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. MarketTools EFM consultants are available to help CustomerSat customers get the most out of their investment in EFM, from design of satisfaction programs to advanced analysis of survey results. Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of customer satisfaction consultants, 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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