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JAYNIE STUDENMUND JOINS THE MARKETTOOLS® BOARD OF DIRECTORS

Former Overture COO Brings Wealth of Experience in the Internet and Financial Services Industries to MarketTools

SAN FRANCISCO —May 4, 2010—MarketTools, Inc., the leader in software and services for Enterprise Feedback Management (EFM) and market research, today announced that Jaynie Studenmund has joined its Board of Directors. Studenmund brings to MarketTools more than 30 years of executive management experience across a diverse set of business environments, including high-growth Internet companies and financial services businesses.

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

“Given her depth of experience and outstanding record of success, we are delighted to have Jaynie join our board,” said Scott Arnold, CEO of MarketTools, Inc. “Her experience in driving growth through innovation will be invaluable as MarketTools continues to expand our software and services offerings to give market leaders the insights they need to drive positive business results.”

“I see tremendous potential for MarketTools to continue its strong growth by offering innovative technologies in markets that are ripe for change,” said Studenmund. “Having led companies that have grown through innovation, I look forward to working with a great team in helping MarketTools maximize its potential for success.”

Studenmund also sits on the boards of eHarmony, Inc., Orbitz Worldwide, and two public funds operated by the Western Asset Management Company. Studenmund brings extensive operating experience to the MarketTools board including serving as the chief operating officer of Overture Services, Inc., the pioneer in paid search, which was acquired by Yahoo!, and president and chief operating officer of Paymybills.com. Earlier in her career, she was the chief marketing officer and head of all retail banking activities at First Interstate Bank of California, now Wells Fargo. Studenmund holds an M.B.A. from Harvard Business School and a B.A. in Economics from Wellesley College.

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.

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