

MEDIA CONTACT:

Andy Kill

Airfoil PR for MarketTools, Inc.

(650) 691-7311

kill@airfoilpr.com



TRUESAMPLE® QUALITY COUNCIL ADDS FIVE NEW INDUSTRY LEADERS

Capital One, e-Rewards, Samsung Electronics, Unilever and Western Wats Join the TrueSample Quality Council to Drive Quality Standards in Online Market Research

SAN FRANCISCO, CA—August 17, 2010—MarketTools, Inc., the leading provider of software and services for market research and enterprise feedback management (EFM), today announced the addition of five industry-leading companies to its TrueSample Quality Council, joining a select group of other market research industry leaders under the common goal of markedly improving sample and research quality. The addition of these five companies – Capital One, e-Rewards, Samsung Electronics, Unilever and Western Wats – continues to expand the TrueSample Quality Council with market researchers on both the client and supplier side, while illustrating the industry’s desire for consistent data quality standards.

“The issue of online research quality is of the utmost importance to us,” said Yongjoo Park, Vice President of the Market Intelligence Group at Samsung Electronics. “We view our membership in the TrueSample Quality Council as a unique opportunity to develop a solution that improves research quality for our entire industry.”

“We joined the TrueSample Quality Council so that we could play an active role in defining ever higher standards for research quality, and to collaborate on delivering solutions that will help our industry,” said Chris Havemann, President and Chief Executive Officer of e-Rewards, Inc.

“We are pleased to be a part of the TrueSample Quality Council, which we believe is helping to transform online research quality industry-wide,” said David Haynes, CEO of Western Wats. “We are excited to be actively engaged in defining new standards and technologies that will enable the industry to continue to improve online research quality.”

“The addition of these impressive new members to the TrueSample Quality Council demonstrates the industry support that TrueSample has garnered as a proven solution for achieving consistent quality across all online research,” said John Ouren, General Manager and EVP of Panels and Communities at MarketTools, Inc. “With the addition of these new members, the TrueSample Quality Council will make even greater strides in establishing an industry standard for research quality.”

With the addition of these new members, the TrueSample Quality Council is now comprised of representatives from 10 companies, all specifically invited to join the data quality effort because of their industry expertise, innovative thinking, and dedication to improving the quality of online research. The

council is continuously growing, attracting new industry leaders from the client and provider sides of the research industry, and now includes members from: Capital One, e-Rewards, General Mills, MarketTools, Microsoft, Procter & Gamble, Samsung Electronics, Toluna, Unilever and Western Wats. The TrueSample Quality Council meets in person twice a year, with the next meeting scheduled for November, 2010 in New York City.

About the TrueSample Quality Council

The TrueSample Quality Council was founded in 2008 with the goal of achieving objective and quantifiable gains in sample and research quality. Since that time, the council has been working together to promote transparency and consistency in the research supply chain. The council was formed under the premise that the only way to create transparency, consistency and reliability within the market research industry is for buyers and suppliers of research to work collaboratively with one other in addressing the issues that affect quality, and to be relentless in the pursuit of quality.

The Patent-Pending MarketTools TrueSample Technology

MarketTools TrueSample is the research industry's premier online data quality solution that improves the quality of online research by identifying and removing fake, duplicate and unengaged respondents from research samples.

MarketTools TrueSample combines powerful identity validation, de-duplication and engagement modeling into one comprehensive technological solution that ensures that survey respondents are Real, Unique, and Engaged™:

Real—TrueSample uses extensive third-party databases to guarantee that all prospective panelists are who they say they are;

Unique—TrueSample ensures that no respondent can take a survey twice by eliminating both overlaps (panelists in multiple panels) and duplicates (panelists who sign up in one panel more than once);

Engaged—TrueSample's award-winning panelist engagement technology removes speeders and straight-liners, in real time, and provides quantified feedback on survey design via TrueSample SurveyScore®.

More than 100 customers are already benefitting from MarketTools TrueSample, including some of the world's largest consumer packaged goods companies.

About MarketTools, Inc.

MarketTools is the leading provider of software and services for Market Research and Enterprise Feedback Management (EFM). 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.