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**WEST INTERACTIVE AND MARKETTOOLS FORM PARTNERSHIP TO DELIVER REAL-TIME
CUSTOMER SURVEY TOOLS TO DRIVE CONTACT CENTER RESULTS**

San Francisco, CA, – July 14, 2010 –MarketTools, Inc., the leader in software and services for Enterprise Feedback Management (EFM) and market research, today announced that they have entered into a strategic partnership with West Interactive, a leading provider of hosted and managed automated customer contact solutions, to offer Insight Customer Intelligence, West Interactive’s customer survey solution. Insight Customer Intelligence enables contact centers to boost customer loyalty and business results with powerful survey capabilities and analytics that turn customer feedback into immediate, actionable results.

“In today’s challenging business environment, it is more important than ever for companies to actively listen and act on their customers’ feedback,” said Pam Mortenson, President of West Interactive. “By bringing together West Interactive’s market-leading contact center experience and MarketTools’ deep expertise in survey best practices and customer loyalty programs, we are able to help our clients better understand the customer experience to gain a real competitive advantage and increased market share.”

“West Interactive’s selection of MarketTools validates that our combination of software and services best addresses the needs of large customer-centric organizations,” said Mike Pope, COO of MarketTools, Inc. “Our partnership with West Interactive will further our position as the leader in EFM.”

Insight allows enterprises to listen to, analyze and act on real-time customer feedback to continuously improve client interactions and business operations. It helps call centers quickly identify what matters most to customers, increase customer loyalty, reduce call handling costs and elevate contact center agent performance. Key features include: Inbound and Outbound IVR Post-Call Survey, Email/Web Survey, Survey Analytics, Customizable Dashboards, Action Alerts, Call Recording and Case Management.

Insight is delivered through a web-based, Software-as-a-Service (SaaS) platform to ensure worry-free maintenance, scalability and security. West Interactive’s flexible, multi-channel

customer feedback platform is quick to deploy and can be configured to address a company's unique business needs.

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.

About West Interactive

West Interactive is a leading provider of hosted and managed automated customer contact solutions. We help our clients connect with their customers more effectively, deliver superior service and maximize the value of every customer interaction. We provide advanced technologies and a highly scalable standards-based infrastructure to help businesses more efficiently conduct multi-media transactions. We have the people, technology and experience to handle the simplest or most complex solutions. Services include custom speech applications, customer surveys, network based call routing, and analytic services.

West Interactive, a subsidiary of West Corporation, is located in Omaha, Nebraska, and serves Fortune 1000 clients in nearly every vertical market. For more information, please call 1-800-841-9000 or visit www.westinteractive.com.

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