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**ZOOMERANG USERS CAN NOW LAUNCH SURVEYS ON FACEBOOK AND
TWITTER WITH A SINGLE CLICK**

MarketTools Zoomerang Integrates Surveys with Facebook and Twitter

SAN FRANCISCO —June 30, 2010—MarketTools, Inc., the leader in software and services for market research and enterprise feedback management (EFM), today announced the integration of Zoomerang®, its intuitive online survey tool, with [Facebook](#) and [Twitter](#). With this integration, Zoomerang users can post online surveys and polls directly to their Facebook walls or Twitter feeds with a single click.

This capability provides another way for businesses and individuals to reach respondents where they interact online, improving response rates and decreasing the time it takes to gather feedback. Recent studies show that more than 400 million people actively use Facebook, while millions of people interact with Twitter on a daily basis. Zoomerang business users can now easily tap into this social media audience to get a quick pulse on a wide variety of topics ranging from new business and product ideas to advertising and messaging. In addition, individuals can now more easily survey their friends for everything from party planning to family reunions.

“A large number of our listeners, especially in the 18 to 34 age group, stay connected through Facebook and Twitter,” said Carolyn Rae, General Manager at CJCS and 107.7 MIX FM Radio, Stratford, Ontario. “The ability to easily send surveys, as well as survey results, via these channels can allow us to build relationships with our listeners.”

“Zoomerang continues to push the boundaries of innovation in online survey tools to provide fast and easy insights from customers, employees and friends,” said Alex Terry, EVP and General Manager of the MarketTools Zoomerang business. “With Zoomerang’s integration with Facebook and Twitter, insights from social networks are only a click away.”

Survey distribution channels available using social networks are virtually never-ending, so reach and response rates can dramatically increase as surveys reach others in the social media community through re-tweets, hash tags, and wall posts, and as survey takers forward the survey link to co-workers, family and friends.

The Zoomerang integration with Facebook and Twitter is available now. To sign up for a free Zoomerang account, visit www.zoomerang.com.

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.

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