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e-REWARDS, INC. TO OFFER MARKETTOOLS® TRUESAMPLE® DATA QUALITY SOLUTION TO ITS CLIENTS

e-Rewards to Certify its Panels and Surveys with MarketTools TrueSample as Part of Its Ongoing Support for Industry Quality Initiatives

SAN FRANCISCO, CA and DALLAS, TX —June 8, 2010—MarketTools, Inc., the leading provider of software and services for market research and enterprise feedback management (EFM), and e-Rewards, Inc., the leading global online sampling and online data collection company with more than 6 million panelists around the world, today announced a partnership to offer MarketTools TrueSample to e-Rewards' clients.

As part of this partnership, e-Rewards will use MarketTools TrueSample as additional validation of its e-Rewards and Valued Opinions panels in the United States, United Kingdom, France and Germany. e-Rewards will also integrate MarketTools TrueSample technology into its programming and hosting services. With TrueSample, e-Rewards provides an end-to-end respondent quality offering for clients whose research needs call for it.

“By partnering with MarketTools to offer TrueSample to our clients, we are demonstrating our deep commitment to the quality of the sample and research services we provide to our clients,” said Chris Havemann, President and Chief Executive Officer of e-Rewards, Inc. “With TrueSample applied to our panels and surveys, e-Rewards continues to offer its clients the highest quality online sample and data collection services in the industry.”

“Our partnership with e-Rewards illustrates that TrueSample is increasingly recognized as the only proven solution to ensure higher quality research,” said Scott Arnold, President and Chief Executive Officer of MarketTools, Inc. “Now that e-Rewards has validated its e-Rewards and Valued Opinions panels with TrueSample, we estimate that 70% of all unique survey panelists in the United States are now TrueSample-certified.”

Having an industry-leading sample provider such as e-Rewards offer MarketTools TrueSample demonstrates TrueSample's increasing adoption as a solution for data quality. TrueSample has now been adopted by multiple survey platforms, research companies, and sample suppliers, largely driven by client requests for reliable research results.

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—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.

About e-Rewards, Inc.

e-Rewards, Inc., based in Dallas, TX, is the leading global online sampling and online data collection company, recognized for delivering high-quality panelists, high response rates, and industry-leading panel retention rates. With its December 2009 acquisition of and merger with Research Now, the company expanded its global presence. The company now operates panels with more than 6 million panelists in 37 countries around the globe. Offering a full suite of data collection services including online sample, survey programming and hosting, and survey translations, the company serves over 2,000 clients with a multilingual staff located in 20 offices around the globe.

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