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MARKETTOOLS NAMED COMPANY TO WATCH IN 2009 BY OUTSELL, INC.

Company Recognized Along with Industry Leaders Apple and LinkedIn; Acknowledged for Innovative Products

SAN FRANCISCO—January 5, 2009—MarketTools, Inc. today announced that it has been named as a company to watch by Outsell, Inc., a leading research and advisory firm, in its recent report titled “Information Industry Outlook 2009: No Guts No Glory,” which offers predictions, analyses, and key themes for the information and publishing industry. In addition to highlighting forward-thinking companies, the report outlines steps for fending off the challenges presented by recessions, which tend to exacerbate poor performance and accelerate competition for market share. For all companies, execution is critical, the report says, especially when it comes to factors including: content, platforms and experiences; business model focus; social media/communities; and strategic product marketing and operational linkages.

“The information industry grows fairly consistently, behaving like a portfolio of securities because it is made up of 12 segments that all behave differently,” said Anthea Stratigos, co-founder and CEO, Outsell. “Some are feeling pain from the economy, doubly so if they are operating with obsolete business or delivery models. Other information providers, such as those specializing in market research, healthcare or compliance, are somewhat recession proof or behave counter-cyclically in downturns.”

MarketTools was honored specifically for being “one of the more innovative players in the online market research space,” with products including TrueSample, Mom’s Insight Network, and Idea Networks.

Launched in April 2008, MarketTools TrueSample is the industry’s only comprehensive data quality technology for eliminating inaccuracy and fraud in online market research. The solution employs six distinct layers of validation—three at the panel level and three at the survey level—to catch false, duplicate, or dis-engaged respondents. These six layers of fraud prevention and data cleansing have removed almost one-quarter of potential survey respondents to date, helping to improve the quality of research industry wide.

“The recognition by Outsell further underscores MarketTools’ leadership and continued commitment to delivering technology solutions that meet unmet needs in the research industry and move our industry forward,” said Scott Arnold, CEO of MarketTools Inc. “We are thrilled to be in such prestigious company with some of the biggest names in the information industry and congratulate all of this year’s recipients.”

Outsell’s “30 to Watch” include: BBN Ad Network, Blurb, British Medical Journal, BrownBook, CNN, Collexis, Critical Media, Data Explorers, Demand Media, Exact Editions, Flat World Knowledge, Google, The Guardian, Hakia, Hulu, IHS, LiveMocha, MarketTools, Nature Publishing Group, Public Library of Science (PloS), Safari, Thomson Reuters, Wood MacKenzie and ZoomInfo.

Individuals interested in the entire Outsell report should visit the link provided below:

<http://www.outsellinc.com/store/products/794?refid=mtpr794>.

About Outsell, Inc.

Outsell is the only research and advisory firm focused on advancing the publishing, information, and education industries. Our international team provides independent, fact-based analysis and actionable advice about competitors, markets, operational benchmarks, and best practices, so our clients thrive and grow in today's fast-changing digital and global environment. Outsell's headquarters are in Burlingame, CA, US and London, UK. Visit us at www.outsellinc.com.

About MarketTools

MarketTools is the leading technology and solutions provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class research platforms, quality-assured global panels and research innovation, MarketTools enables companies to better identify new opportunities, fuel greater product success and build customer advocacy. 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 Zoomerang™, zTelligence™, CustomerSat™, TrueSample™, Insight Networks™, Idea Networks™ and ZoomPanel™.

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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