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**MARKETTOOLS APPOINTS CYNTHIA MCCLOUD AS GENERAL MANAGER OF RESEARCH SOLUTIONS**

*Proven Leader to Head Next Phase of MarketTools Solutions Growth and Innovation*

**SAN FRANCISCO—January 21, 2009**—MarketTools, Inc. today announced that Cynthia McCloud has been named executive vice president and general manager of Research Solutions. McCloud brings more than 15 years of experience leading the sales and marketing of technology-driven marketing services to her new role. Most recently, McCloud was with Catalina Marketing Corporation, a consumer-products-focused retail marketing services company that combines insights and consumer behavior to generate marketing solutions. In her new role at MarketTools, she will lead the sales, marketing and client-facing operations of the company’s full service insights business.

“Cynthia McCloud is a highly capable and proven leader with experience that makes her uniquely qualified to head the next phase of MarketTools’ Research Solutions business,” said Scott Arnold, CEO of MarketTools. “Her background will help MarketTools further differentiate this important area of our business and support continued company growth despite these challenging economic times. We are thrilled to have her on board.”

“With a unique combination of innovative technology platforms, high quality panel and distinctive customer insights expertise, MarketTools is shaping the next phase of a very large and important industry,” said Cynthia McCloud. “I look forward to working with the dynamic team at MarketTools, using my experience to help build and grow customer relationships and new business opportunities.”

**About Cynthia McCloud**

Cynthia McCloud has deep roots in retail and CPG and an excellent track record at building and growing customer relationships. Cynthia most recently led Catalina Marketing Corporation’s European business division from Paris, with full P&L responsibility for multiple business units across Europe. Prior to that, she was executive vice president of Catalina's retail services and executive vice president of retail sales and marketing. In these roles, she shaped business growth by introducing new technology-based client solutions and driving a record number of multi-year, multi-million-dollar contracts. Before Catalina, Cynthia spent eighteen years with The Vons Companies, a multi-billion-dollar food and drug retailer in Southern California.

**About MarketTools**

MarketTools is the leading technology and service provider of Customer Insight Management solutions for the world’s market leaders. Through a unique combination of best-in-class insight and feedback 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 MarketTools.com,<sup>TM</sup> Zoomerang,<sup>TM</sup> CustomerSat,<sup>TM</sup> TrueSample,<sup>TM</sup> and ZoomPanel.<sup>TM</sup>

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](http://www.markettools.com)