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MARKETTOOLS TRUESAMPLE EXTENDS INDUSTRY LEADERSHIP BY IMPROVING DATA QUALITY***Market Leader Announces Release of TrueSample 2.0 Now Used by More Than 120 Companies to Reduce Risk of Bad Research Decisions by 50 Percent***

SAN FRANCISCO—April 29, 2009—MarketTools, Inc. today announced TrueSample™ 2.0, the next evolution of its breakthrough technology that ensures 100 percent fraud-free sample. In addition, MarketTools announced that more than 120 companies in financial services, technology, consumer packaged goods and other industries now are using the new technology for their online research and, as a result, are making better, more confident decisions.

TrueSample is the only technology that identifies and removes fake, duplicate and unengaged respondents from research samples. TrueSample 2.0 takes the TrueSample technology to the next level with new, easy-to-read, real-time graphing for each study, by sample supplier. TrueSample 2.0 is available today to subscribers of MarketTools.com and clients of MarketTools' full service research.

To date, TrueSample has prevented more than 1 million fraudulent respondents from compromising the integrity of its clients' research. TrueSample excludes an average of 28 percent of the potential respondents from research sample—keeping only those who are real, unique and engaged. Recent research by Mike Conklin, chief methodologist at MarketTools, found that the risk of making a bad business decision doubles when fake and duplicate respondents remain in the sample (to download the research, please visit: http://www.markettools.com/forms/resource_14.php). This risk is even worse with business-to-business research, where more fraudulent respondents are typically found.

“For our company, quality is paramount,” said Bill Siegel, CEO of Longwoods International. “Our research is subjected to intense scrutiny, and we are required to defend it to CEOs, CFOs, CMOs, legislators and the media. Both our credibility and millions of dollars of client budget decisions are regularly on the line. We selected MarketTools' TrueSample technology because it gives us confidence that we are providing the highest quality data.”

MarketTools' network of Certified TrueSample Partners now extends to three other leading sample suppliers, as well as MarketTools' own ZoomPanel™, reaching a total of 8 million individuals worldwide. By applying TrueSample technology proactively to panels and in real time to research projects, MarketTools can deliver its clients 100 percent fraud-free sample on every research project they conduct.

“The problem of bad respondents has plagued our industry for years, but until TrueSample there was no effective way to attack this problem,” said John Ouren, executive vice president and general manager, TrueSample at MarketTools. “We've gained such momentum in the marketplace because MarketTools has done more than any other company to understand this problem, quantify its impact and develop technology to eliminate it.”

About TrueSample 2.0

TrueSample 2.0 delivers reporting capabilities that allow researchers to watch, in real time, as TrueSample prevents fraudulent panelists from contaminating their research and greatly reduces the risk

of making a wrong decision based on bad data. With TrueSample 2.0, MarketTools is delivering unparalleled transparency into sample quality that is helping transform the sample industry.

TrueSample 2.0 combines powerful validation, fingerprinting and de-duplication into one comprehensive technological solution that ensures that survey respondents are:

- **Real**—TrueSample validates all prospective panelists to guarantee that they are who they say they are using extensive third-party databases;
- **Unique**—TrueSample ensures that no respondent can take a survey twice by eliminating both overlaps (panelists in multiple panels) and duplicates (panelists who try to sign up in one panel more than once);
- **Engaged**—TrueSample’s award-winning panelist engagement technology takes out speeders and straight-liners, in real time, and provides quantified feedback on survey design via SurveyScore™.

About MarketTools.com

MarketTools is the leading 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 innovate and identify new opportunities, optimize product success and build customer loyalty. 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,™ Zoomerang,™ CustomerSat,™ TrueSample,™ 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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