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MARKETTOOLS NAMED AS FINALIST IN 2009 AMERICAN BUSINESS AWARDSSM

Market Research Leader Recognized In “Most Innovative Company of the Year” Category

SAN FRANCISCO—June 4, 2009—MarketTools, Inc. was named a finalist in the “Most Innovative Company of the Year” category in the 2009 American Business Awards (ABAs). The American Business Awards are the nation’s premier business awards program. All organizations operating in the U.S.A. are eligible to submit entries to the ABAs—public and private, for-profit and non-profit, large and small.

MarketTools earned recognition from the American Business Awards for their leadership and innovations in 2008, leading to consistent revenue growth (12 percent growth in 2008 and 31 percent in 2007) in an industry often considered stagnant. A pivotal year for the company, 2008 was marked by significant corporate momentum and technology leadership. In early April, MarketTools acquired CustomerSat and established the foundation for a new category called Customer Insight Management (CIM) with the launch of MarketTools.com, a Web-based platform that is the first and only on-demand research solution to integrate survey tools, online panels, communities and proven research best practices in one place. MarketTools.com is an easy-to-use, centralized research hub providing access to a full suite of on-demand products without the need to invest in stand-alone software, hardware or integration services.

In addition, the company also launched TrueSample, the first solution in the research industry to improve the quality of online research by ensuring authenticity in survey respondents (a.k.a. “sample”). Using a multi-layered security process to eliminate inaccuracy and fraud, TrueSample employs six layers of validation to catch questionable survey takers and ensure that all respondents are real, unique and engaged. To date, TrueSample has removed almost 25 percent of potential respondents from its own sample and from that of partners around the globe. The company has also formed a Quality Council that brings together marketing and consumer insight leaders from across industries in a collaborative effort to address quality issues.

In today’s challenging economic environment, getting the most out of research and insight investments and understanding what customers really think and need is a matter of survival. In 2008, MarketTools demonstrated innovation in the products it brought to market and its ongoing commitment to delivering value for its customers. Through a rigorous internal product development process and continued creativity in integrating new technology capabilities with research expertise, MarketTools is changing the face of market research today.

“Despite very tough economic conditions, many organizations and individuals continue to perform well,” said Michael Gallagher, founder and president of The Stevie Awards. “The results of the 2009 ABAs thus far are a testament to the resilience, creativity, and hard work of American organizations, executives and workers.”

Stevie Award winners will be announced during the annual gala on Monday, June 22 at the Marriott Marquis Hotel in New York City. Six-hundred executives from across the U.S.A. are expected to attend. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network and hosted by Cheryl Casone of Fox Business Network.

“We are honored to be named a finalist for the Most Innovative Company of the Year by the American Business Awards,” said Scott Arnold, CEO, MarketTools. “This recognition speaks to the ongoing value of our technologies and the unique go-to-market capabilities we deliver to help our customers remain innovative and competitive in their respective markets. I am particularly proud of the work our team has done over the past several years to tackle complex issues plaguing our industry, including sample quality, and the positive impact we have made not only on the online market research industry, but also on the innovative marketplace.”

More than 2,600 entries from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Most Innovative Company, Best Management Team, Best New Product or Service, Best Corporate Social Responsibility Program, and Best Corporate Environmental Responsibility Program. MarketTools will be competing in the Most Innovative Company of the Year category.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs will select Stevie Award winners from among Finalists in final judging that will continue through June 3. Finalists were chosen by business professionals nationwide during preliminary judging in April through early May. Details about The American Business Awards and the list of Finalists in all categories are available at www.stevieawards.com/aba.

About The Stevie's Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

Supporting sponsors of The 2009 American Business Awards include High Performance Technologies Inc., John Hancock, Lifelock, RCN Corporation, Softpro, and Ultimate Software. Media sponsor is the Business TalkRadio Network. Localization partner of the 2009 Stevie Awards is Lionbridge.

About MarketTools

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,TM Zoomerang,TM CustomerSat,TM TrueSample,TM and ZoomPanel.TM

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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