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**MARKETTOOLS APPOINTS AMY MILLARD  
AS SENIOR VICE PRESIDENT OF MARKETING**

*Millard to Drive Industry Adoption of MarketTools Customer-Insight Technology*

**SAN FRANCISCO—August 4, 2009**—MarketTools, Inc., the leading provider of Customer Insight Management solutions, today announced that Amy Millard has been named Senior Vice President of Marketing. Tapped for her creativity and dual background in technology and research, Millard has more than 20 years of experience helping innovative organizations add value to their clients through new approaches.

“At MarketTools, we are reshaping the market research industry with our customer-insight technologies. Amy’s experience as a marketing leader for technology innovators and her knowledge of the market research industry makes her a natural choice at this critical and exciting time in our company’s growth,” said Scott Arnold, CEO of MarketTools.

Most recently, Millard was Vice President of Marketing at MarketTools in the ZoomPanel business and prior to that led the Zoomerang marketing team. In her new position, Millard will lead MarketTools’ corporate and field marketing efforts as it accelerates the growth and capability of its unique MarketTools.com integrated research platform and makes its TrueSample panel validation technology the standard for sample quality across the industry.

“With each new technology offering, MarketTools has enabled marketers and market researchers to achieve a deeper level of quality insight into their customers,” said Millard. “Now, our fully integrated MarketTools.com platform powered by TrueSample sets a new standard for ease of use, innovation, and efficiency.”

**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,<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).