



MEDIA CONTACT:

Marisa Borgasano
Schwartz Communications
(415) 512-0770
markettools@schwartz-pr.com

**SIMPLEXGRINNELL, MARKETTOOLS CUSTOMERSAT USER, HONORED WITH
ABERDEEN GROUP MARKETING EXCELLENCE AWARD**

MarketTools CustomerSat Enterprise Feedback Management Solution Helps SimplexGrinnell Automate Customer Insights, Strengthen Culture of Customer Satisfaction and Drive Business Growth

SAN FRANCISCO—September 16, 2009—MarketTools, Inc., the leading provider of Customer Insight Management solutions, today congratulates SimplexGrinnell, a Tyco International Company and MarketTools customer, for winning the “Excellence in Listening to the Voice of the Customer” award as part of the 2009 Aberdeen Industry Achievement Awards in Marketing Excellence. The award recognizes SimplexGrinnell’s innovative use of MarketTools CustomerSat enterprise feedback management solution to improve customer insights and customer satisfaction.

“Listening to our customers and responding to their needs has become a hallmark of SimplexGrinnell and we are honored to be recognized by Aberdeen for our achievement,” said Karl Sharicz, manager of customer intelligence at SimplexGrinnell. “MarketTools CustomerSat enables us to be much more responsive to customer needs, helping us quickly solve problems and consistently deliver offerings that exceed customer expectations.”

“MarketTools is proud to be an integral part of SimplexGrinnell’s success in raising customer satisfaction,” said Scott Arnold, president and CEO of MarketTools, Inc. “SimplexGrinnell’s success shows that our CustomerSat solution helps companies generate valuable insights that drive product and service development efforts and improve the overall customer experience. SimplexGrinnell has demonstrated just how powerful customer feedback and a company’s ability to quickly respond to customer issues can be in helping to transform customers into advocates.”

SimplexGrinnell, a leader in the fire and life-safety industry, implemented MarketTools CustomerSat to automate its process of capturing and reporting customer insights across the company. With MarketTools CustomerSat in place, SimplexGrinnell is now better able to collect, measure and respond to customer feedback and improve the overall customer experience. In addition to making the company more agile in addressing customer requirements on a real-time basis, MarketTools CustomerSat also makes it easier to manage and report customer insights across the company. In fact, survey intelligence—including 10,000 separate customer satisfaction ratings—are accessible by every employee in all 150 local SimplexGrinnell offices, supporting the effort to provide rapid and localized response to customer needs.

SimplexGrinnell’s annual Customer Satisfaction Annual Report summarizes the results of its customer satisfaction program, recapping what the company learned from customers over the year and how the company plans to serve them even better in the future. The latest Report shows that SimplexGrinnell’s net customer advocacy (NCA) score, which measures how likely or unlikely a customer is to recommend SimplexGrinnell, has risen 210 percent since inception of the program. This impressive and measurable improvement in a primary customer satisfaction indicator helped SimplexGrinnell earn this year’s “Excellence in Listening to the Voice of the Customer” award.

Winners of the 2009 Aberdeen Industry Achievement Awards in Marketing Excellence were announced at the firm’s 2009 Chief Marketing Officer (CMO) Summit, which took place in San Francisco, Calif., September 9-10, 2009. The CMO Summit is an annual two-day executive conference that brings together

marketing leaders from around the globe to share insights, discuss strategies and engage with peers on the key challenges facing marketing organizations today. This year's winners, including SimplexGrinnell, hail from an extensive list of formidable players in the industry and each demonstrated an impressive marketing success story.

About SimplexGrinnell

SimplexGrinnell, a Tyco International Company, is a leader in fire and life-safety systems and services with one million customers and more than 200 years of history in the fire business. The company headquarters is in Boca Raton, Florida. Corporate sales and marketing offices are located in Westminister, Massachusetts, and the company has 150 local sales and service offices throughout North America. SimplexGrinnell was formed when Simplex, a longtime leader in electronic fire alarm systems, and Grinnell Fire Protection, the premier North American fire sprinkler and suppression provider, joined forces in 2001. For additional information or to locate the nearest SimplexGrinnell district office, visit www.simplexgrinnell.com.

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 ZoomPanelTM and ZoomPanelTM Tech.

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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