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MARKETTOOLS® INTRODUCES ZOOMERANG™ SURVEYS FOR SALESFORCE

Leading Online Survey Application Integrates Seamlessly with Salesforce, Bringing a New Level of Customer Insight and Collaborative Intelligence to Salesforce CRM Users

SAN FRANCISCO – November 17, 2009 – MarketTools, Inc., the leading provider of Customer Insight Management solutions, today unveiled Zoomerang Surveys for Salesforce at the Salesforce.com Dreamforce Global Gathering. Zoomerang Surveys for Salesforce is the first integrated online survey solution for the world’s most popular CRM system, salesforce.com. Zoomerang Surveys for Salesforce combines the convenience and quality of the popular Zoomerang online survey solution with the power of the salesforce.com ecosystem, providing a new level of customer insight to enhance sales effectiveness, improve customer satisfaction, and boost marketing return on investment.

Zoomerang Surveys for Salesforce is being demonstrated this week at the Dreamforce Global Gathering in San Francisco, an annual event bringing more than 12,000 Salesforce developers, customers, and partners together to discuss new applications and best practices in maximizing Salesforce CRM. Developed in collaboration with Bluewolf, a leading salesforce.com partner and agile consulting firm, the solution will be available in December on the Salesforce AppExchange, a directory of applications built for Salesforce that users can purchase and add to their Salesforce environment. Information about Zoomerang Surveys for Salesforce is now live on the AppExchange (<http://sites.force.com/appexchange/home>).

“Many of our clients have been asking for an easy, robust survey solution that could be integrated with Salesforce CRM, and the Zoomerang Surveys for Salesforce solution is exactly what they’ve been waiting for,” said Corinne Sklar, vice president of marketing at Bluewolf.

“Zoomerang Surveys for Salesforce integrates critical survey and feedback processes within the CRM solution, offering new ways to gauge success and improve performance,” said Mark Frost, EVP and general manager, SaaS products at MarketTools. “Zoomerang’s ability to automatically map survey responses from Zoomerang to Salesforce contact records gives users a powerful new method to quickly

get feedback on ideas for new products, advertising, and sales campaigns, as well as improve their customer-facing processes in sales, professional services and support.”

Full Range of Feedback Solutions

Zoomerang Surveys for Salesforce is MarketTools’ latest offering designed for enterprises to capture customer feedback to improve customer processes. For more than a decade, the MarketTools CustomerSat enterprise feedback management solution and MarketTools customer satisfaction expert services have been providing leading customer-centric enterprises across the globe the customer insights they need to improve customer satisfaction and optimize business operations. With Zoomerang Surveys for Salesforce, MarketTools is now extending its range of insight solutions by providing Salesforce CRM users with a fast, easy way to field high-quality surveys from within the Salesforce environment.

With this new application, Salesforce leads and contacts can be sourced for online surveys, and Zoomerang Surveys for Salesforce users will have access to a customizable dashboard where survey result metrics can be collected, shared and reviewed among collaborative teams. Since Zoomerang Surveys for Salesforce is fully integrated with Salesforce CRM, users simply sign in to their Salesforce account and run online surveys through a single tab in the Salesforce interface, with access to all of the features found in the Zoomerang online survey tool, including hundreds of pre-built survey templates and automatic import of survey questions from Microsoft Word documents to get you started fast, unlimited questions and responses, customizable survey design, advanced survey logic, and phone support. Advanced reporting and analysis tools such as filters, cross-tabs, charting, one-click statistics, and export to Microsoft PowerPoint or Excel, also come standard. In addition, the application brings data from surveys into Salesforce, so it can be displayed in Salesforce dashboards or reports and easily shared with the team.

Sales and marketing professionals can use Zoomerang Surveys for Salesforce to:

- Optimize the success of marketing campaigns
- Improve the quality of contact records with profiling surveys
- Improve sales and marketing effectiveness through feedback in win-loss surveys
- Survey existing customers to identify customer satisfaction issues and manage these issues through Salesforce Support

About MarketTools, Inc.

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 ZoomPanel,TM 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.

About MarketTools Zoomerang

Zoomerang, introduced by MarketTools in 1999, was the world's first Web-based survey solution to give organizations and individuals a powerful, self-service method for conducting accurate, comprehensive surveys with a minimum of effort. Today, Zoomerang is the leading source for premium online surveys, helping thousands of organizations in more than 100 countries, including more than 70 of the Fortune 100, gain greater insight to make better business decisions. Zoomerang provides a powerful alternative for organizations that need to conduct fast, accurate, comprehensive surveys with minimal cost and effort. Zoomerang's business, educational and non-profit customers have created and sent more than 100 million surveys. Expert professional services, including survey design, survey programming, and the recruitment and selection of custom groups of survey respondents, are also available to Zoomerang customers. For more information about Zoomerang Surveys for Salesforce, please visit www.zoomerang.com/salesforce.

About Bluewolf

Bluewolf is a global pack of experts committed to partnering with clients to attain agile business transformation. Only Bluewolf can bring 10 years of best practices to every project and guarantee its success. Bluewolf is distinctly positioned between classic management consultants and breakthrough technical designers - its world-class portfolio proves its ability to match its agile methodology with unparalleled vision. From demand generation to close, channel strategies to customer care, the company helps clients attain efficient, responsible business performance gaining the label of tomorrow's business standard. Bluewolf clients include Time Warner Cable, ADP, Dow Jones and Company, United Way, Chevron and more. For more information, visit bluewolf.com. To view client success stories, visit <http://www.bluewolf.com/tv>. Join the conversation on Bluewolf Twitter (<http://twitter.com/BluewolfNYC>) and Bluewolf Facebook group (<http://tinyurl.com/n5w28x>).

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