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MARKETTOOLS® ANNOUNCES RECORD YEAR FOR PROFITABILITY AND CASH FLOW, AND RECORD BOOKINGS QUARTER IN Q4 2009

Fifth Consecutive Positive EBITDA Quarter Highlighted by Strong Enterprise Feedback Management Sales

SAN FRANCISCO —February 9, 2010—MarketTools Inc., the leading provider of Customer Insight Management solutions, today announced that it has entered 2010 on a record high note. The company announced that 2009 was a record year for cash flow and EBITDA (earnings before interest, taxes, depreciation and amortization), capping its strong year with a 28 percent increase in bookings in Q4 2009 over the prior quarter. In addition, the company announced that a record number of surveys were deployed with its CustomerSat, Survey Manager, and Zoomerang products.

MarketTools grew bookings across its core business segments, in particular in the Enterprise Feedback Management (EFM) segment. MarketTools' EFM solution, MarketTools CustomerSat, experienced a record 40% bookings increase in Q4 2009 over the prior quarter. MarketTools added customers for CustomerSat in a variety of industries, including financial services, insurance, healthcare, technology and manufacturing. MarketTools CustomerSat customers include CareFusion, Hanover Insurance, JP Morgan, Pitney Bowes, Siemens and Wells Fargo. These companies contributed to a record number of surveys deployed with MarketTools CustomerSat, which enables companies to gather and analyze feedback from customers, employees, partners and other stakeholders in order to gain the insight they need to take action to increase customer satisfaction.

“We were able to grow in all aspects of our business despite the current economic conditions because our customers continue to embrace our products and services for both market research and enterprise feedback management,” said Scott Arnold, CEO of MarketTools, Inc. “2009 was our most profitable year on record, and our 2009 momentum has definitely set the stage for strong, sustained and profitable growth in 2010 and beyond. We're particularly pleased with the strong performance of our EFM business, which signals that more and more companies are recognizing that strong customer feedback programs are critical drivers of customer retention and business growth, regardless of the economic climate.”

In addition, MarketTools saw the acceptance of its MarketTools TrueSample online data quality solution accelerate in 2009. More than 100 customers are using TrueSample, and current TrueSample-certified panels include those from Toluna, Research Now, and ZoomPanel, MarketTools' own TrueSample-certified panel. TrueSample has also been embraced by research companies, including ARSgroup and Merrill Research, as well as by industry leaders in the consumer packaged goods space.

Fueled by technology-enabled solutions such as TrueSample, MarketTools also experienced record sales growth in its market research services business in Q409.

MarketTools 2009 Highlights:

- Launched MarketTools TrueSample 3.0 (patent-pending technology), the industry's only technology solution that ensures that survey respondents are real, unique and engaged
- Launched CustomerSat version10, delivering the industry's first user-defined dashboard builder and extending the industry's best action management
- Launched Zoomerang Enterprise, giving enterprises the ability to collaborate and share online surveys across an organization
- Launched Zoomerang Surveys for Salesforce, integrating the leading online survey tool with the most widely used CRM solution
- Launched MarketTools Community Manager, a self-service SaaS solution for the rapid creation and deployment of online customer communities
- Launched a new suite of Optimization solutions for market research clients
- Recognized as a "Ten To Watch" company by analyst firm Outsell

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,[®] 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.

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