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MARKETTOOLS® APPOINTS LYNN CHRISTENSEN AS CHIEF DEVELOPMENT OFFICER

Christensen Brings Extensive Business Intelligence and Enterprise Feedback Management Experience to Role

SAN FRANCISCO —February 9, 2010—MarketTools, Inc., the leading provider of Customer Insight Management solutions, today announced that Lynn Christensen has been named Chief Development Officer, reporting to CEO Scott Arnold. In this role, Christensen is responsible for the software engineering, user experience, performance optimization, quality assurance, and customer support organizations. Christensen has more than 25 years of experience managing world-class software development organizations, and has a history of harnessing the latest technologies to deliver solutions that meet clients’ needs in new and innovative ways.

“Lynn has a stellar track record of building and leading world-class technology organizations and instilling a culture of innovation,” said Scott Arnold, CEO of MarketTools, Inc. “Her strong background in business intelligence, data warehousing and enterprise feedback management has already contributed a great deal to our technology-enabled research solutions, and will play an even greater role as we extend our product portfolio.”

Most recently, Christensen was vice president of engineering at MarketTools. Prior to MarketTools, Christensen served as vice president of the corporate performance management, business intelligence, and governance risk and compliance suite of products at Oracle Corporation. Christensen has also led software engineering teams at PeopleSoft and at American Express. At both Oracle and PeopleSoft, Lynn led the product development teams that built massively scalable data warehousing applications.

“MarketTools solutions give market researchers and customer satisfaction professionals the innovative tools they need to gain deeper insights into their customers,” said Lynn Christensen, chief development officer at MarketTools. “I’m proud to lead the team that delivers innovative solutions that help drive high-value business results for our customers.”

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,[™] Zoomerang,[™] CustomerSat,[™] TrueSample,[™] ZoomPanel,[™] and ZoomPanel[™] 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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