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**MARKETTOOLS ANNOUNCES THREE NEW ADDITIONS TO THE GROWING LIST OF TRUESAMPLE®-CERTIFIED RESEARCH PANELS**

*Implementations by McMillion Research, uSamp and Western Wats Continue Momentum for MarketTools TrueSample, Quickly Becoming the Industry Standard for Data Quality*

**SAN FRANCISCO —March 3, 2010**—MarketTools, Inc., the leading provider of Customer Insight Management solutions, today announced that three sample suppliers – McMillion Research, uSamp and Western Wats – have integrated MarketTools TrueSample to ensure the highest level of research sample quality. These new implementations underscore TrueSample’s increasing momentum as the industry standard for quality, having now been adopted by multiple survey platforms, research companies and sample suppliers.

“Research buyers have repeatedly asked for one consistent, standard approach to data quality that spans all survey platforms, sample suppliers and methodologies,” said John Ouren, EVP and General Manager, Panels and TrueSample, MarketTools, Inc. “By adding more panels to our TrueSample-certified network, we’re enabling clients to achieve this goal in an automated and repeatable way, providing quantifiable quality assurance that takes the guesswork and data weighting out of the equation.”

McMillion Research, uSamp and Western Wats are the latest companies to implement MarketTools TrueSample, addressing research buyers’ needs for a data quality solution that ensures panelists are real, unique, and engaged. Researchers need to be confident that the sample they use is of the highest quality so they can be confident in their research results. MarketTools TrueSample solves the sample quality issue with a solution that can be consistently applied across studies in an automated way, and works with any survey platform using any sample source.

**The Patent-Pending MarketTools TrueSample Technology**

MarketTools TrueSample is the research industry’s premier online data quality solution that improves the quality of online research by identifying and removing fake, duplicate and unengaged respondents from research samples.

MarketTools TrueSample combines powerful validation, fingerprinting and de-duplication into one comprehensive technological solution that ensures that survey respondents are:

**Real**—TrueSample uses extensive third-party databases to guarantee that all prospective panelists are who they say they are;

**Unique**—TrueSample ensures that no respondent can take a survey twice by eliminating both overlaps (panelists in multiple panels) and duplicates (panelists who sign up in one panel more than once);

**Engaged**—TrueSample’s award-winning panelist engagement technology removes speeders and straight-liners, in real time, and provides quantified feedback on survey design via TrueSample SurveyScore®.

More than 100 customers are already benefitting from MarketTools TrueSample, including some of the world's largest consumer packaged goods companies.

**About MarketTools, Inc.**

MarketTools is the leading provider of software and services for Enterprise Feedback Management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. 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>®</sup> ZoomPanel,<sup>TM</sup> and ZoomPanel<sup>TM</sup> 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](http://www.markettools.com).

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