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MCMILLION RESEARCH LATEST SAMPLE SUPPLIER TO IMPLEMENT MARKETTOOLS TRUESAMPLE® DATA QUALITY SOLUTION

The McMillion Companies Join the Growing List of Sample Suppliers Using TrueSample, Illustrating Increasing Industry Investment in TrueSample as the Industry's Data Quality Standard

SAN FRANCISCO —March 3, 2010—MarketTools, Inc., the leading provider of Customer Insight Management solutions, today announced that The McMillion Companies have implemented MarketTools TrueSample to ensure the highest level of data quality across their survey panels. The addition of The McMillion Companies to the list of sample suppliers, research companies and survey platforms using TrueSample continues to drive momentum for the technology in becoming the industry's data quality standard.

“Adding MarketTools TrueSample to our existing quality standards allows us to provide a comprehensive approach to data quality,” said Gary McMillion, CEO of The McMillion Companies. “With MarketTools TrueSample, we are taking the next step forward in research quality. The combination of TrueSample and our IQD systems allows our Mindfield panels to continue to exceed our clients' expectations and set high standards for quality.”

McMillion Research is the latest company 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.

“MarketTools shares McMillion Research's dedication to making data quality a priority,” said John Ouren, EVP and General Manager, Panels and TrueSample, MarketTools, Inc. “We are proud to have them join our network of TrueSample-certified sample suppliers, and we know that they will be a great partner in our goal to improve the quality of research industry-wide.”

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,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.

About The McMillion Companies

The McMillion CompaniesTM have been in business since 1980, primarily as McMillion Research, LLC. A renowned data collection company with telephone and consumer centers for large scale quantitative and qualitative research projects. In 2001, the McMillion’s introduced Mindfield OnlineTM, widely recognized as the traditional and quality alternative for online panel projects. Today, Mindfield maintains one of the largest active panel counts in the industry and guarantees the most detailed quality initiatives with IQDTM. Last year, Breakthrough Healthcare ResearchTM was added to the growing list of specialized companies. Breakthrough combines 30 years of health care professional and consumer research for the industries online, traditional and combined approach for the most comprehensive health care data collection available.

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