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**SAMPLE SUPPLIER WESTERN WATS IMPLEMENTS MARKETTOOLS TRUESAMPLE®
TO ENSURE DATA QUALITY**

MarketTools TrueSample Continues to Gain Momentum 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 Western Wats has implemented MarketTools TrueSample to ensure the highest level of quality for its panel offerings. The addition of Western Wats to the growing list of sample suppliers, research companies and survey platforms now using TrueSample highlights the momentum behind the technology in becoming the industry's data quality standard.

“Our goal at Western Wats is to be our clients’ most trusted source for research services,” said David Haynes, Chief Executive Officer of Western Wats. “By applying TrueSample’s rigorous and replicable quality checks to our panel, our clients can be even more certain that the sample we provide is of the highest quality.”

Western Wats 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.

“We are so pleased to add Western Wats to the list of panel companies adopting TrueSample as their preferred sample quality technology,” said John Ouren, EVP and General Manager, Panels and TrueSample, MarketTools Inc. “By bringing the benefits of TrueSample to their panels, Western Wats has demonstrated their commitment to providing quality sample to research buyers.”

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 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 Western Wats

Headquartered in Orem, Utah, Western WatsTM operates globally through its extensive online research panels, Opinion OutpostTM, Pro OpinionTM, Café d'OpinionTM, Centro de OpinionTM, and Opinion Outpost UKTM, giving researchers access to exceptional North American, B2B, French Canadian, Hispanic and UK samples.

Western Wats' comprehensive services include CATI, Web surveys, IVR (automated voice messaging), and Data ExpressTM online real-time reporting. Western Wats' fully integrated data collection platform, W.I.R.E. (Wats Integrated Research Engine), works across multiple modes quickly, reliably, and in the most secure environment found in the industry. With offices located throughout North America and the Philippines, Western Wats is one of the largest and most trusted data collection companies in the world. For more information, visit www.westernwats.com.

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