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**KINESIS SURVEY™ IS LATEST SURVEY PLATFORM TO INTEGRATE
MARKETTOOLS® TRUESAMPLE®**

*Kinesis Survey Technologies Incorporates MarketTools TrueSample Directly Into Survey Platform,
Further Expanding TrueSample's Presence as the Industry Standard for Data Quality*

SAN FRANCISCO —**April 13, 2010**—MarketTools, Inc., the leading provider of software and services for enterprise feedback management (EFM) and market research, today announced that Kinesis Survey Technologies (Kinesis) has integrated MarketTools TrueSample into its Kinesis Survey™ survey platform, enabling the platform to provide real-time validation that survey respondents are real, unique, and engaged.

The MarketTools TrueSample data quality solution provides customers with high quality research by removing fake, duplicate and unengaged respondents from research samples. With TrueSample built into the Kinesis Survey platform, Kinesis can automatically provide its clients with TrueSample-certified research.

“We adopted MarketTools TrueSample because it offers our clients a proven means to enhance respondent quality,” said Leslie Townsend, President of Kinesis Survey Technologies. “Kinesis continually strives to expand our product suite functionality, and we are pleased to integrate MarketTools TrueSample into our offering so we can provide our clients with survey results that are at the leading edge of reliability and accuracy.”

“By integrating TrueSample directly into the Kinesis Survey solution, Kinesis is helping its clients elevate their research results,” said John Ouren, EVP and General Manager, Panels and TrueSample at MarketTools, Inc. “We welcome Kinesis to the growing list of research platforms that are implementing TrueSample.”

The news of Kinesis making MarketTools TrueSample an integrated part of its survey platform further demonstrates TrueSample's increasing momentum as the industry standard for data quality. TrueSample has now been adopted by multiple survey platforms, research companies, and sample suppliers, including three new recently added TrueSample-certified research panels: McMillion Research, uSamp and Western Wats.

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 identity validation, de-duplication and engagement modeling 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 CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, 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.

About Kinesis Survey Technologies

Kinesis Survey Technologies, LLC provides a comprehensive survey and panel management product suite to advance innovation in both wireless and web-based market research. Delivering easy-to-use, intuitive applications, Kinesis software products can be effectively utilized without deep programming knowledge yet are robust enough to perform the most complex of survey and panel functions. Headquartered in Austin, TX, Kinesis offers product versions for both the market research industry and enterprise business organizations, and proudly supports next generation research applications worldwide.

For more information, contact sales@kinesissurvey.com, call (512) 590-8300, or visit www.kinesissurvey.com.

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