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MARKETTOOLS NAMED ONE OF AMERICA'S FASTEST-GROWING PRIVATE COMPANIES BY *INC.* MAGAZINE

SAN FRANCISCO—August 25, 2008—MarketTools, Inc. today announced that it has been ranked No. 2,766 on *Inc.*'s annual ranking of the 5000 fastest-growing private companies in the country. This is the second year in a row that MarketTools has been recognized. The list is the most comprehensive look at the most important segment of the economy—America's entrepreneurial companies. Taken as a whole, these companies represent the backbone of the U.S. economy.

Founded in 1997, MarketTools' revenue has grown more than 130 percent in the past three years and the company continues to expand its product offerings, customer base and industry partnerships. With corporate offices in San Francisco and London and more than 600 employees worldwide, MarketTools is a leader in providing technology and solutions for customer insight management. The world's largest companies rely on MarketTools' combination of leading survey platforms, quality-assured global panels and communities, and research expertise and innovation.

A pioneer in online market research, MarketTools continues to advance the insight industry through a full range of research applications and services, including: Web solutions that allow customers to design and deploy their own surveys; customized research studies; innovative solutions that tap into online consumer communities; and the market research industry's first quality-assured sample for guaranteed real, unique and engaged study participants. Today, the company directly manages a nationally representative online panel of more than 2.5 million individuals and a global panel network that extends to more than 8 million individuals worldwide.

MarketTools' customers include more than 400 of the Fortune 500 in industries such as consumer packaged goods, technology, retail and healthcare. Customers include Del Monte, Darden Restaurants, General Mills, Procter & Gamble, Target, Microsoft, Frito-Lay, Johnson & Johnson, Verizon and Tyson.

"MarketTools is honored to be recognized on this year's *Inc.* 5000 list of the fastest-growing private companies in America," said Scott Arnold, president & CEO of MarketTools. "As the insight industry enters its next phase, moving from automation to true insight innovation, our goal is to ensure that MarketTools continues to bring great technology-driven capabilities to market and deliver industry-leading insights to our clients and partners. The *Inc.* 5000 ranking is well-deserved recognition of our work and I am proud of our entire organization for this achievement."

"Our second annual *Inc.* 5000 continues the most ambitious project in business journalism," said *Inc.* 5000 Project Manager Jim Melloan. "The *Inc.* 5000 gives an unrivalled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth."

About Inc.com

Inc.com, the daily resource for entrepreneurs, delivers how-to guides, advice, tools, breaking news, and rich multi-media to help business owners and CEOs start, run, and grow their businesses. Inc.com offers

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About Inc. 500/Inc. 5000 Conference

Each year, *Inc.* magazine and Inc.com celebrate the remarkable achievements of today's entrepreneurial superstars — the privately held small businesses that drive our economy. The Inc. 500/Inc. 5000 Conference brings together members of the Inc. 5000 community—both a new class of Inc. 5000 honorees and the list's alumni—for three days of powerful networking, inspired learning, and momentous celebration. *For the first time ever, this powerful networking event is open to all.* Please join us September 18-20, 2008 at the Gaylord National Resort and Convention Center in Washington, D.C. For more information or to register, visit www.Inc500Conference.com or call us at 877-211-0489.

About MarketTools

MarketTools is the leading technology and solutions provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class research platforms, quality-assured global panels and research innovation, MarketTools enables companies to better identify new opportunities, fuel greater product success and build customer advocacy. 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 Zoomerang™, zTelligence™, CustomerSat™, TrueSample™, Insight Networks™, Idea Networks™ and ZoomPanel™.

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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