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**MARKETTOOLS NAMES SCOTT ARNOLD AS PRESIDENT & CEO,
AMAL JOHNSON APPOINTED CHAIRMAN OF THE BOARD**

Move Supports Future Company Growth and Innovation

SAN FRANCISCO—August 12, 2008—MarketTools today announced that Scott Arnold has been named President & Chief Executive Officer, and Amal Johnson has been elected as the Chairman of the Board of Directors. Scott Arnold joined MarketTools in July 2007 as Chief Operating Officer and has led the execution of the company’s operational and corporate strategy, focusing on company-wide initiatives to drive profitable growth. Scott joined the MarketTools Board in March 2008. Amal Johnson has served as CEO since July 2005, during which time she led MarketTools’ growth in technology and service innovations and was instrumental in more than doubling overall revenue.

“As we enter our next growth phase, my goal is to ensure that MarketTools continues to bring innovations to market that support our premier and growing portfolio of technology-based insight brands,” said Scott Arnold, president & CEO, MarketTools. “As the research industry moves from automation to true insight innovation, MarketTools will be at the forefront, focusing on solutions that have a direct and lasting impact on our customers’ business and success.”

Scott Arnold has extensive experience in both technology and service industries, along with proven expertise in developing strategies that drive profitable growth. As a Principal at McKinsey & Company and as a COO of Borland Software, Arnold has been involved with business transformation, from young startups to Fortune 500 companies. At Borland, he led the global sales, marketing, product development, and services organizations, and successfully repositioned the company as a market leader in Software Delivery Optimization (SDO). Prior to joining Borland, Arnold was a founding member and helped grow McKinsey’s Silicon Valley office. He also led the firm's Technology Sector on the West Coast. Arnold holds an M.B.A. from Stanford Graduate School of Business and a B.S. in Electrical Engineering from Duke University.

Amal Johnson brings more than 20 years of executive management experience with technology and services companies to bear in her new leadership position as she continues to help guide MarketTools into a new era of customer insight management solutions. She also serves on the boards of Mellanox Technologies, a publicly-traded company based in Santa Clara, California, and OpSource, a private company also based in Santa Clara.

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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