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ZOOMERANG UNVEILS NEW SITE AND FLEXIBLE PRICING FOR EASIER, EVEN MORE COST-EFFECTIVE FEEDBACK

Redesigned Site Helps Customers Find the Right Solutions Faster for Better Results and Greater Insight

SAN FRANCISCO—November 01, 2008—[Zoomerang](#), the leader in [online surveys](#), today announced the launch of the redesigned Zoomerang.com site, where prospective customers can now access a complete family of powerful [online survey](#) solutions that offer a fast, easy way to get insightful answers to pressing questions with minimal cost and effort. In addition to a new, easy-to-use and visually engaging site, Zoomerang has enhanced its product offerings and offers interactive demos and detailed site content to help customers quickly and easily learn about and find the right research solution to meet their unique needs.

Zoomerang now also offers a range of affordable online survey solutions tailored to the needs of both individual users and larger organizations. Flexible monthly subscriptions start at only \$19 a month.

Zoomerang offerings include:

- **Zoomerang Basic**—Zoomerang Basic is a limited version of the popular, full-featured Zoomerang Pro. Zoomerang Basic lets users create and send surveys in just minutes and get insightful feedback quickly. Users can build simple surveys for free to send to clubs, teams, family and communities to gain consensus for feedback around activities, likes/dislikes, outings, etc.
- **Zoomerang Pro**—Zoomerang Pro is a full-featured survey product now offered for \$199 a year or only \$19 a month. The solution includes advanced survey reporting and analysis (including charting, exporting, etc.), professional survey creation (such as templates, custom images and pages, skip logic, and more), as well as phone support. With unlimited survey respondents and results that never expire, Zoomerang Pro is ideal for professional users, including small business owners, sales and marketing managers, guidance counselors, HR directors and any other professionals looking to run their organizations more efficiently.
- **Zoomerang Premium**—Zoomerang Premium, offering the most advanced survey features, is offered for \$59 a month or \$599 a year. Zoomerang Premium includes all the features and benefits of Zoomerang Pro *plus* mobile surveys that give the ability to easily gather feedback via mobile devices. Zoomerang Premium also includes “Ask the Experts” sessions where subscribers can consult with research experts, advanced survey deployment (including exclusive access to Zoomerang’s high-quality online panel of over 2.5 million people ready to take your survey), and an online survey toolkit including a sample calculator and exclusive whitepapers. Zoomerang Premium is ideal for online researchers who need powerful features to send multiple types of

customer surveys, bounce product ideas off of target markets, survey membership, or do course evaluations, all with the same easy-to-use survey tool.

“The new, enhanced Zoomerang.com makes our [online surveys](#) more accessible and easier to use for individuals and organizations of any size and empowers our customers to gather the most insight and value from their research,” said Rob Glickman, director of Zoomerang at MarketTools. “Given the turbulent state of the economy, it is more important than ever before for companies to cost-effectively connect, engage and listen to their customers. With Zoomerang, our customers are empowered to find answers and make better decisions, all of which inevitably help them retain their customers and grow their business despite the economy.”

About Zoomerang

Zoomerang, part of MarketTools, Inc., pioneered Web-based surveys in 1999 to give organizations a powerful, self-service alternative to conduct accurate comprehensive surveys with a minimum of cost and effort. Today, Zoomerang has more than 1 million users and is the world’s #1 source for [online surveys](#), helping thousands of organizations, including over 70 of the Fortune 100, in over 100 countries.

Zoomerang provides a powerful alternative for organizations that need to conduct fast, accurate, comprehensive surveys with minimal cost and effort. Zoomerang’s business, educational and nonprofit customers have created and sent more than 100 million surveys. Zoomerang supplements its surveys with expert professional services, including survey programming, translation, deployment and analysis, along with recruitment and selection of custom groups of survey respondents.

To learn more about how you can use Zoomerang to collect business-critical insights for your organization, please visit us at [Zoomerang.com](#) and [sign up for Zoomerang](#) today.

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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