

FOR IMMEDIATE RELEASE: (September 20, 2007)

Contact: Karen Stone
Prince Market Research
615.292.4860

Prince Market Research and Zoomerang Launch New BETi™ Service

Full-service Research Firm and Nation's Leading Online Survey Provider Offer Researchers Browser-enabled Telephone Interviewing to Reach Untapped Market Segment

NASHVILLE, TN - Prince Market Research (PMR) is teaming up with Zoomerang, the pioneer in online surveys, to offer on-demand market researchers a powerful new service to boost response rates, survey people who are difficult to reach online and interview respondents who don't have email addresses. Today, PMR and Zoomerang introduced browser-enabled telephone interviewing, or BETi™, a quick, cost-effective way for Zoomerang subscribers to conduct telephone interviews and reach an often untapped segment of the population using their existing Zoomerang account.

Designed by PMR, BETi™ captures telephone responses using an online survey created by the Zoomerang subscriber. BETi™ interviewers telephone respondents, ask the survey questions and immediately enter the answers online. Zoomerang subscribers are able to watch the results of their telephone survey roll into their password-protected Zoomerang account in real-time.

"This innovation adds a whole new dimension to on-demand market research," said David Butler, vice president of Prince Market Research in Nashville. "Through BETi™, online researchers now have a fast, easy and affordable way to supplement their online surveys. We are delighted to partner with Zoomerang to offer BETi™ as a new solution for the research community."

"Zoomerang is committed to leveraging innovative technology to help businesses bring the voice of the customer into the marketing mix," said Chelsea Bucoy, senior product marketing manager for Zoomerang in San Francisco. "The introduction of the BETi™ service further demonstrates this commitment by bringing the ability to collect telephone responses to the power of Zoomerang online surveys."

About PMR

Prince Market Research is a full-service research firm providing actionable, custom research solutions to businesses throughout the U.S. PMR specializes in customer satisfaction, brand strategy and new product/service research, helping companies from the Fortune 500 to small businesses hear and act on the voice of their customers through innovative qualitative and quantitative research methodologies. BETi™ is powered by PMR's experienced team of telephone interviewers. Learn more at www.PMResearch.com/beti. BETi™ is a trademark of Prince Market Research, Inc.

About MarketTools and Zoomerang

MarketTools, Inc. is the defining provider of on-demand market research, giving companies and individuals the ability to continuously understand their target customers through innovative approaches based on advanced technology, research expertise, global market reach and an online panel community of over 2.5 million individuals worldwide. Through Zoomerang, the pioneer in online surveys, MarketTools also provides the leading self-service platform and services for fast feedback. MarketTools' full-range of research applications and services provide organizations from Fortune 500 companies to small businesses and non-profits with unique access to their target markets to uncover unmet needs, reduce time to market and capture market share. Learn more at www.zoomerang.com and www.markettools.com.

###