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Invoke Solutions Named "Cool Vendor" by Leading Analyst Firm

*Vendors selected for the "Cool Vendor report" are innovative,
impactful and intriguing*

WALTHAM, MA – March 29, 2006 – Invoke Solutions, a leading innovator of real-time, interactive research technologies, today announced it has been included in the list of "Cool Vendors" in the "Cool Vendors in CRM Marketing and Analytics Report, 2006" published on March 20, 2006 by Ed Thompson, Scott Nelson, Kimberly Collins, et al., of Gartner Inc.

The companies represented in Gartner's report have developed new delivery models and new ways for their clients to use customer insight and relationships to build better and more profitable businesses. In the report Gartner defines a "cool vendor" as offering technologies or solutions that are:

- **Innovative:** The vendor has developed technologies and products that enable users to do things they never could before.
- **Impactful:** The vendor has developed technologies and products that have or will have business impact. It isn't just "technology for the sake of technology."
- **Intriguing:** The vendor has developed technologies and products that have caught our interest/curiosity during the past six months or so.

"We believe being selected by Gartner as a "Cool Vendor" is recognition of Invoke's innovative technology and the significant impact we have on an organization's ability to better understand their customers," said Ben Cesare, President, Invoke Solutions. "Only Invoke enables organizations to collect valuable insight from their customers and other key constituents in a live interactive environment, so they can make critical business decisions more confidently and extremely quickly."

Invoke Solutions provides a unique technology platform for conducting live Internet-based research sessions with a highly targeted audience (large or small), enabling instant feedback and analysis for faster, smarter decision making. Invoke's proprietary methodology gives research professionals the ability to collect large-scale qualitative feedback as well as robust quantitative metrics in an interactive environment with the ability to probe deeper and refine findings in the moment. Because it is live, companies can involve all the necessary stakeholders in the research giving them the ability to analyze and react to results in real time. By using Invoke to support key decision-making

processes, organizations can reduce risk, drive innovation, and increase understanding of their customers while saving time and money.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About Invoke Solutions

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. This insight allows Invoke clients to make fast, confident decisions to reduce risk, drive innovation, and gain a competitive advantage.

Unlike traditional, costly, and decades old research methodologies, Invoke offers live Internet sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Already used by many Global 2000 companies and Invoke partners for marketing, new product, employee, and voter insight, Invoke is rapidly becoming the standard platform for organizations that need to make confident, continuous, and fact-based decisions fast. For more information about Invoke Solutions, visit www.invoke.com.