



PRESS RELEASE

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Invoke Solutions Appoints Alon Ravid as Chief Technology Officer

Ravid to Spearhead Invoke's Product Development Strategy

WELLESLEY, Mass.—December 5, 2005—Invoke Solutions, a leading innovator of real-time, interactive research technologies, today announced the appointment of Alon Ravid as Chief Technology Officer. Alon was previously the Vice President of Research and Development.

As the Chief Technology Officer Alon will be responsible for driving and developing Invoke's long-term corporate technology strategy for each of Invoke Solutions' product offerings and enterprise systems. Alon will ensure that Invoke leverages its leadership position by implementing new technology initiatives quickly to continue to offer Invoke customers the most advanced features and functionality in addition to providing them with the dependability they need for all their research needs. Alon will also be responsible for managing strategic customer initiatives, supporting the company's technological growth, and continue his role as the General Manager of Invoke's Israeli office, located in Ramat Gan.

"Alon has made significant contributions to Invoke over his three years of tenure and, under his leadership as CTO, we will continue to evolve Invoke's revolutionary researching technology to become the de facto standard platform for instant business insight," said Corey Torrence, Invoke Solutions' Chairman and CEO. "Continuing our aggressive product development strategy into 2006, Alon will spearhead the launch of a new, easy-to-use feedback tool targeted for business users available 24X7 through a web-based portal."

Ravid joined Invoke Solutions in 2002. Prior to joining Invoke, he worked at Knight Financial Products (KFP), a subsidiary of Knight Trading Group, as Senior Vice President, Head of Derivatives Technology. Before that, he was Senior System Engineer at RAFAEL, the armaments development authority of the Israeli Ministry of Defense. Alon joined Invoke with more than 19 years of experience in research, development and management of software development groups to Invoke. Alon holds a BS and MS in Computer Science from the Technion - Israel Institute of Technology In Haifa.

Under Alon's leadership, the company recently announced the launch of Invoke On Demand, a major platform upgrade and new "Invoke Insight Center" portal. The new platform release includes the ability to include 300+ participants in a single session, a new "Instant Insight" PowerPoint® report, on-the-fly chat with participants, real-time segment tracking, "Auto-Pilot" for session moderation, and many more enhancements. The new Invoke Insight Center will provide

24X7 portal-based access for Invoke partners and customers to create sessions whenever needed and includes robust authoring tools and session logistics.

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.

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