

Invoke Solutions Receives \$7 MM in Funding

North Atlantic Capital Invests in Invoke's Future Success

Waltham, MA (March 11, 2008) – Invoke Solutions, the premier provider of real-time online and mobile research technology and services, today announced that it received \$7 million in funding led by Portland, ME based North Atlantic Capital and its existing investors Bain Capital and BEV Capital.

The financing comes as Invoke launches its Engage Family of Research Solutions, enabling them to deliver a broader array of qual-quant online and mobile research services to the market research industry. Invoke will use this funding to continue developing its unique enterprise feedback management platform and increase its delivery capabilities across all parts of the company as they expand their customer relationships on a global basis.

“This is an exciting time at Invoke as our new Engage Family of Solutions is being quickly embraced by our partners and customers, both in the US and in Europe” says Ben Cesare, Invoke’s President and CEO. “Our expanded delivery and support structure is making an impact and our development teams in Israel are producing great new offerings that will continue to drive our business forward as part of expanding our enterprise feedback management platform. This funding from North Atlantic Capital and our existing investors enables us to keep growing across the entire organization in order to scale the business in 2008 and beyond.”

Invoke partners with many of the most innovative research organizations in the world including Millward Brown, Greenfield Online, C&R Research, and Harris Interactive to deliver a better participant experience and fast, usable insights for their clients. The company also directly serves a wide array of Fortune 1000 clients including Microsoft, Washington Mutual, Conagra, Dell, and Nestle to conduct better, faster, brand, communications, and product research in the US and Europe.

“We are excited to invest in Invoke Solutions because they possess the type of thinking and products that will make an impact in the market going forward as shown by the early success of their new product launches and recent awards” says David Coit, Managing Director of North Atlantic Capital. “From the management team and current investors to the R & D and delivery teams, Invoke has demonstrated that they understand the market, have an executable plan to grow, and the pieces in place that will drive success. We’re excited to be a part of Invoke’s future success.”

The company’s existing investors include Bain Capital Ventures, BEV Capital, and the BRM Group.

About North Atlantic Capital

Portland, Maine based North Atlantic Capital is an expansion stage venture capital firm investing primarily in tech-enabled business service, information technology and communications companies. Established in 1986, North Atlantic manages a pool of capital in excess of \$200 million, and is currently investing its fourth fund, raised in 2006. In addition to growth capital and board level guidance, North Atlantic offers its portfolio companies free research and M&A services along with annual executive education programs at leading business schools. Other investments in the current fund include Tangoe, Inc., Servigistics, Inc. and Synacor, Inc. To learn more about North Atlantic’s investment criteria and approach to value creation, please visit www.northatlanticcapital.com

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. Unlike traditional, costly, and decades old research methodologies, Invoke's Engage Family of mobile and online research solutions have been developed specifically to provide a more engaging experience for participants and give businesses faster, more useful results with the depth of insight needed to make important decisions.

Invoke partners with leading global research firms and Fortune 1000 companies to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster.

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