

Invoke Solutions Announces New Director of Marketing

Josh Mendelsohn named Director of Marketing

WALTHAM, MASS – April 13, 2007 --Invoke Solutions, the leading innovator of real-time, interactive research technologies, is pleased to announce that Josh Mendelsohn has joined the company as its new Director of Marketing.

Josh comes to Invoke from Chadwick Martin Bailey—a Boston-based custom marketing research firm where he was in charge of marketing and played a central role in its business development efforts. With almost 7 years of experience in the marketing research industry, Mendelsohn will continue to drive growth for Invoke's award-winning Invoke-Pro platform, while launching Invoke's highly anticipated mobile Ping product to market.

A former president of the Boston chapter of the American Marketing Association, Mendelsohn has a broad background across the marketing spectrum that has enabled him to increase membership and revenue for AMA Boston and help bring Chadwick Martin Bailey's sales to their highest level ever.

"We are pleased that Josh has joined our team, as he brings a significant understanding of how research organizations work and what clients are looking for in terms of new applications and technology solutions. Josh will play a key role in communicating the value of Invoke as the premier solution for conducting research anytime, anywhere", says Ben Cesare, President and CEO.

"I am excited to join Invoke and be part of a team of technology and research experts who are innovators in the application of technology to new ways of conducting research," says Mendelsohn. "Invoke has developed, and will continue to develop research technologies that have taken the best of traditional techniques and adapted them to today's world, helping leading companies grow their businesses more effectively and efficiently. Between the existing InvokePro platform already offering a unique and effective hybrid methodology and InvokePing setting the stage to completely change the way research is conducted and used, its an exciting time to be joining the company."

Josh is taking over the marketing role from Joanne Manley, who will be managing Invoke Europe's strategic alliances in London.

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 offers text message based point of experience research and live online research sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Invoke partners with leading 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.

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