



PRESS RELEASE

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Technology Innovator Invoke Solutions Names Ben Cesare Senior Vice President of Sales

Ben Cesare is a Veteran Sales Leader who Brings More than 25 years of Sales and Executive Sales Management Experience to Invoke

WELLESLEY, MA—February 22, 2005—Invoke Solutions, a leading innovator of real-time, collaborative research technologies, today named Ben Cesare as Senior Vice President of Sales. A former VP of Channel Sales at Agile Software Corp., Cesare brings more than 25 years of experience in sales, business operations and executive sales management in high-tech organizations where he has been instrumental in structuring and managing multi-tiered sales teams.

"Ben is a seasoned executive and brings to Invoke proven leadership in all major functional areas of sales, including research, segmentation, organization design and staffing, training, results reporting and analysis, and budget management. It is a real triumph to have someone with his experience join our rapidly growing company," said Corey Torrence, CEO, Invoke Solutions.

Most recently, Cesare was Vice President of Channel Sales at Agile Software where he was responsible for creating Agile's indirect sales organization, channel management, and go-to-market strategies. Prior to that, Ben was Vice President of Psion North America, the pioneer in hand-held devices in commercial and consumer applications. Ben also spent 10 years working in several channel management and strategic account roles for Apple Computer in California, Texas, and New Jersey. Cesare has extensive experience in building sales and marketing teams, executing operational strategies, and managing business development.

"In just a short time Invoke has generated tremendous momentum in the knowledge and insight industry," said Cesare. "I'm looking forward to helping the company continue to revolutionize the way organizations gain insight from their key constituencies and to expanding the Invoke platform beyond the thirty Global 2000 companies who are already experiencing the power of the Invoke series of applications."

About Invoke Solutions™

Invoke Solutions, founded in 1999, is a key player in the knowledge and insight industry, driving transformation from traditional research methods to very rich, real-time solutions. Already used by many Global 2000 companies in the CPG, high-tech, pharmaceutical, and entertainment industries, Invoke is rapidly becoming the standard platform for organizations who need to make fast, fact-based decisions on a continual basis.

In response to the need for faster decisions based on greater customer, employee or consumer insight, Invoke Solutions developed a unique, interactive platform that provides both qualitative and quantitative researching in one, real-time session. The Invoke platform enables users to harness the power of the Internet to generate immediate insight from their target audience through a live interactive dialogue with 150 or more respondents.

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