



PRESS RELEASE

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Invoke Solutions Targets Fastest Growing Market Segment in US with Release of Dynamic Survey 3.2 “en Español!”

Dynamic Survey 3.2 Delivers the Ability to Run a Dynamic Survey Session in Spanish

TENAFLY, NJ—September 15, 2004—Invoke Solutions™, a leading innovator of online, collaborative market research solutions, today announced the Spanish language release of Dynamic Survey 3.2.

Dynamic Survey enables clients to harness the power of the Internet to generate immediate insight to new products and concept ideas through a live interactive dialogue with 100 or more participants. Each session combines the rich opinion and adaptive questioning of a focus group with the large sample and quantitative questioning of a survey. This latest release of Invoke’s unique real-time, interactive research platform provides immediate access to session-generated information through improved reporting features and allows even greater moderator control over the sessions.

"Representing over 14% of the US Population, Hispanics are the fastest growing market segment in the United States. With an estimated 78% of Hispanics choosing to speak Spanish at home, and the fact that Spanish is a language of preference in Internet browsing, second only to English, the need to reach this important segment of the world market has multiplied exponentially," said Corey Torrence, CEO of Invoke Solutions. "This release of Dynamic Survey in Spanish signals that Invoke is a very serious player in the knowledge and insight industry by showing that we recognize and respond to evolving world market dynamics and corresponding customer demand. We will aggressively go after new markets to deliver our breakthrough research platform, Dynamic Survey."

With Spanish language Dynamic Survey 3.2, Invoke continues to enhance its robust capabilities in the real-time research arena:

- **Study Language** – Dynamic Survey 3.2 delivers two choices of languages to run studies in: US English and Spanish. Future releases will expand the language capability to include French (native and French-Canadian), Italian and German.

- **Participant Experience** –Everything participants see will be in the study language of choice (US English or Spanish), including all invitations, stimuli text, questions, answer choices, and all system generated login, progress, and error messages.
- **Moderator & Observer Dashboard** – The moderator and observer Dashboard interfaces will continue to be in US English allowing non-Spanish speaking customers to observe the progress of the session in English. The Keyword coding feature introduced in Dynamic Survey 3.0 also applies to the Spanish language studies conducted in Release 3.2. With keyword coding, clients can upload and modify their keyword code frame directly into Dynamic Survey
- **Reporting** – System-generated reports will show all data in the study language.

Pricing and Availability

For details on the Spanish language release of Dynamic Survey 3.2, please see <http://www.invoke.com>.

About Invoke Solutions™

Invoke Solutions, founded in 1999, is a key player in the knowledge & insight industry, driving transformation from traditional research methods to real-time, very rich, online solutions. Unlike existing marketing research technologies that are based on chat rooms, bulletin boards or asynchronous surveys, with Invoke Solutions, both qualitative and quantitative market research studies can be combined in one, online, real-time session. This enables faster, more confident decisions – especially when a lot is riding on the decision.

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