



PRESS RELEASE

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Invoke Solutions™ Honored at 25th Annual AMA Marketing Research Conference

Use of Dynamic Survey Platform Qualifies as Finalist for EXPLOR Innovation Award

BOOTH #420--AMA MARKETING RESEARCH CONFERENCE--September 21, 2004—Invoke Solutions™, a leading innovator of online, collaborative market research solutions, is a finalist in the prestigious EXPLOR Awards presented at the American Marketing Association (AMA) Marketing Research Conference. The EXPLOR Awards honor excellence and innovation in online market research. Invoke Solutions' Dynamic Survey is one of four finalists, including industry giant Microsoft.

The Invoke case study, featuring Subway® Restaurants, will be presented at the 25th Annual AMA Marketing Research Conference. The EXPLOR Award Case Study Showcase will take place on Tuesday, September 21, 2004 from 8:00 a.m.-11:30 a.m. The winner of the 2004 award will be announced at the Wednesday morning general session on September 22, 2004.

"We are honored to be recognized along with other distinguished companies for excellence in online market research," said Corey Torrence, CEO, Invoke Solutions. "Dynamic Survey is a truly innovative, powerful tool. It is being used by leading companies to get better insights into their product development, marketing development, and customer & employee experiences. Since seeing is believing – and in our case that is truly the operative phrase -- we are always thrilled to demonstrate the capabilities of Dynamic Survey."

Dynamic Survey is a platform that enables users 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 respondents. Each session combines the rich opinion and adaptive questioning of a focus group with the large sample and quantitative questioning of a survey.

The EXPLOR Award, established in 1999 by DMS and the AMA, was designed to highlight best practices in online research, as well as learn about the latest in innovative applications while providing practical advice on what does and does not work. Honorees

include client organizations that conduct online market research and leaders in the area of new technology and online research.

Additional details are available at <http://www.invoke.com> or <http://ecommerce.ama.org/research>.

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.

About the AMA

The American Marketing Association (AMA) is the source that marketers turn to every day - online, in print and in person. AMA members are connected to a network of experienced marketers nearly 40,000 strong and include leading marketing professionals and academics from every industry.

The AMA is information, ideas and insight that marketers can use daily, along with the knowledge to help them grow in their career. We offer highly acclaimed seminars, workshops and Hot Topic events focused on the trends shaping the future. Our website, MarketingPower.com, is the everyday connection to industry updates, news, and articles. The AMA also is the source for the field's top publications. And AMA local chapters keep members in touch with the best people and the best practices. For over six decades, the AMA has been the source that marketers turn to first.

For more information on the AMA, please visit www.marketingpower.com.

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