

PRESS RELEASE

Greenfield Online and Invoke Solutions Partner to Deliver Invoke LIVE! – Demonstration of Qualitative-Quantitative Research Sessions

Quality Service an Ongoing Hallmark in Greenfield Online – Invoke Relationship

Wilton and Stamford, CT, January 16, 2007 – Greenfield Online, Inc., the leading provider of Internet survey solutions worldwide, today announced its sponsorship of Invoke LIVE!, a series of live Invoke online market research qualitative-quantitative sessions focusing on hot topics with Greenfield Online respondent participants.

The LIVE! sessions enable end clients and marketing research firms to view an actual Invoke session in progress, allowing them to better understand the unique qualitative-quantitative study design, Invoke technology and its benefits. People can also view the real-time interaction between the session moderator and respondents. For each session, Greenfield Online provides the online respondents who simultaneously respond to stimuli, answer open and closed-ended questions and react to each others' opinions. Research has shown that respondents find the experience highly engaging and enjoyable.

"Invoke Solutions is a valued Greenfield Online client. Our partnership is important to us and we are happy that they selected us to be their sample provider for Invoke LIVE! sessions this year in addition to their client work," stated Keith Price, Greenfield Online's Executive Vice President of North American Sales and Operations. "We pride ourselves on the quality of our respondents and ability to seamlessly integrate with the Invoke platform. Coupling Invoke's cutting edge technology with Greenfield Online's global respondent access provides a complete research solution to the marketplace."

"We conduct more than 25 Invoke LIVE! sessions each year, and the quality of the experience is very important to us," stated Peter Mackey, VP Research and Business Development, Invoke Solutions, Inc. "These sessions provide an opportunity for anyone in the industry to experience the uniqueness of the Invoke research methodology. Greenfield Online has consistently delivered qualified, targeted respondents who are ready and willing to share their feedback and opinions with us on a wide range of topics."

To view the planned research topics for upcoming Invoke LIVE! sessions as well as directly experience this next generation of online research, click on the following link for each Invoke LIVE! event at <http://www.invoke.com/index/InvokeLive>.

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. This insight allows Invoke clients to make fast, confident decisions to reduce risk, drive innovation, and gain a competitive advantage.

Unlike traditional, costly, and decades old research methodologies, Invoke offers live Internet sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Already used by many Fortune 1000 companies, the Invoke researching platform is enabling faster, smarter decisions throughout the marketing 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.

For more information about Invoke Solutions, visit www.invoke.com.

About Greenfield Online

Greenfield Online, headquartered in Wilton, CT, is a leading independent provider of Internet survey solutions to the global marketing research industry. The company operates in Europe through its Ciao subsidiary. The company has built and actively manages one of the industry's broadest reaching respondent communities comprised of Internet and wireless panels, a proprietary Real-Time Sampling communications channel, and comparison shopping members and affiliates. Our goals are to remain at the forefront of innovation when it comes to developing new technology and methodologies for respondent engagement, while delivering high quality, demographically representative survey research data to our clients. For more information visit <http://www.Greenfield.com> or <http://www.ciao-group.com>. To join the panel to take surveys, visit <http://www.greenfieldonline.com>.

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Cautionary Note Regarding Forward Looking Statements.

Certain statements contained in this press release constitute forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. These statements include, without limitation, statements regarding our leadership position within the Internet survey solutions industry, and references to ongoing nature of the Greenfield Online relationship as a sample provider to Invoke Solutions for their client work as well as for their LIVE sessions demonstrations, in addition to other statements relating to our future operations, services and products. In some cases, you can identify forward-looking statements by terminology such as, "may," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "potential," "continue," or the negative of these terms or other comparable terminology. We have based these forward-looking statements largely on our current expectations and projections about our business operations, future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs but they involve a number of risks and uncertainties that could cause actual results to differ materially from those in the forward looking statements. Such risks and uncertainties include, without limitation, risks related to our ability to provide Invoke Solutions with the sample required for their LIVE sessions or for other client work as required, as well as other important factors detailed in the "Risk Factors" section of our Annual Reports on Form 10-K and each subsequent Quarterly Report on Form 10-Q that we file with the Securities and Exchange Commission and which are available at <http://www.sec.gov> and under the Investor Relations section of our corporate website at www.greenfield.com. You are urged to consider these factors carefully in evaluating the forward-looking statements herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by this cautionary statement. The forward-looking statements made herein speak only as of the date of this [press release/ presentation] and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.