

## PRESS RELEASE

### **Greenfield Online and Invoke Solutions Deliver Next Generation Real-Time Research Solutions to Clients**

#### *SUBWAY® Restaurants Reaches Health Influencer Community through Broad Internet Panel and Dynamic Survey Platform*

WILTON, CONN -- February 15, 2005 -- Greenfield Online, Inc. (Nasdaq: SRVY), a leading provider of Internet survey solutions to marketing research and consulting companies, and Invoke Solutions Inc., a leading innovator of online, collaborative research technologies, are working together to deliver real-time quantitative and qualitative marketing research to clients across multiple industries including automotive, consumer packaged goods and the fast-food restaurant industry.

Greenfield Online meets the challenge of delivering the right number of targeted panelists to participate concurrently in live, online studies, which helps clients take full advantage of Dynamic Survey<sup>SM</sup>, Invoke's unique, interactive research platform. The collaborative environment provided by Dynamic Survey offers Greenfield Online panel members the opportunity to respond to all kinds of visual stimuli, participate in real-time, adaptive questioning and comment on each others' responses, all in a manner that is engaging, fun and friendly. As a result, panelists deliver valuable insights and immediate reactions to new ideas, concepts or products, helping clients make faster, better-informed decisions.

Among the joint successes of the Greenfield Online and Invoke collaboration was a project completed for SUBWAY® Restaurants, who needed to connect with both health conscious consumers as well as the "Health Influencer" community of doctors, nurses, dieticians and trainers in order to conduct an important marketing study. Greenfield Online provided the highly targeted panel for four real-time Dynamic Survey sessions. As a result, the SUBWAY® chain was able to recruit, conduct sessions, and analyze results within a two-week window giving them the insight they needed to optimize and validate their marketing message for this important target audience. The project was so successful that SUBWAY® Restaurants and Invoke were nominated for an American Marketing Association EXPLOR Award.

"We have worked with Invoke Solutions in the past and have been very pleased with the results. At SUBWAY® restaurants, we often commission studies to see how well we are connecting with our consumers and the public in general. We are examining trends more widely and deeply and breaking down demographic information. We weigh everything we're trying to achieve, consider our options and evaluate the best methodologies," said Matt Scott, Manager, Consumer Insights and Target Initiatives, SUBWAY.

Dean Wiltse, president and chief executive officer of Greenfield Online said; "The Greenfield Online panel and the Invoke Solutions Dynamic Survey platform are revolutionizing the way marketing research is conducted and offer clients a level of speed and efficiency that were not even possible before the Internet. One of our goals is to ensure our panelists enjoy participating in market research and that we keep them engaged and productive. We enable this through both our own creative survey solutions as well as by working with innovative clients that offer rich platforms like Invoke Solutions."

Over 30,000 Greenfield Online panelists have participated in Invoke Solutions' Dynamic Survey projects, including studies successfully conducted for many Fortune 1000 companies. Types of Greenfield Online and Dynamic Survey projects include testing new marketing ideas, evaluating new product concepts, assessing product awareness and usage, and measuring customer satisfaction.

Invoke Solutions' 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 150 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. Invoke Solutions believes the real-time nature of its Dynamic Survey solution enables clients to capture deeper, more credible insights from their target audience quickly and cost-effectively.

"Invoke and Greenfield have completed more than 100 projects together, and Greenfield Online has consistently delivered the depth and breadth of panelists Invoke needs to ensure that our real-time research sessions provide insightful, qualitative and quantitative results for our clients," stated Corey Torrence, chairman and CEO of Invoke Solutions. "Dynamic Survey and Greenfield Online's rich field of engaged and interested respondents can produce powerful results for anyone wishing to get inside the minds of their target audience."

#### **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 has built and actively manages the Greenfield Online panel, a 100% double opt-in Internet-based panel of over 3.4 million individuals residing in households containing an estimated 8.8 million people. This proprietary panel allows Greenfield to supply its clients with diverse, demographically representative survey research data. For more information, visit <http://www.Greenfield.com>.

#### **About Invoke Solutions**

Invoke Solutions is a key player in the knowledge and insight industry, driving transformation from traditional research methods to real-time, very rich, online solutions. In response to the need for faster marketing decisions based on greater customer insight, Invoke Solutions developed Dynamic Survey, an innovative, interactive research platform that provides both qualitative and quantitative market research in one, online, real-time session. Dynamic Survey 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 150 or more respondents. Each session combines the rich opinions and adaptive questioning of a focus group with the large sample and quantitative questioning of a survey. Invoke Solutions and Dynamic Survey help clients make faster, more confident, better informed decisions. .

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Certain statements in this press release, as well as oral statements made from time to time by management, constitute forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. These statements include, without limitation, predictions and guidance relating to the Company's future financial performance and market share expansion, sales bookings, bid volume, backlog, and Internet penetration of the global market research industry and clients relationships, including its relationship with Invoke Solutions. 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. The forward-looking statements contained herein are based on the Company's current expectations but they involve a number of risks and uncertainties and do not reflect the potential impact of mergers, acquisitions or other business combinations that may be completed by the Company after the date of this release. Our actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of risks and uncertainties, which include, without limitation, risks related to our ability to maintain the size and demographic composition of the Greenfield Online panel, our panelists' responsiveness to our surveys, our reliance on our largest customers, our ability to compete with marketing research firms and other potential competitors, our ability to manage our growth and international expansion, our online business model, demand for our products and services, the strength of our brand and other risks detailed in our filings with the Securities and Exchange Commission available at [www.sec.gov](http://www.sec.gov). 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 and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.