



PRESS RELEASE

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Invoke Solutions Continues Impressive Growth Adding Customers and Tripling Sales Force

WELLESLEY, MASS. – June 16, 2005 – Invoke Solutions, the leading innovator of real-time, researching technologies, today announced it has added more than 10 new customers and tripled its sales force since the beginning of 2005 as it continues to exhibit strong growth in all of its application areas: market research, human capital management and voter insight.

“More and more companies are taking advantage of the instant insight Invoke offers to make smarter, more confident decisions faster,” said Corey Torrence, Invoke Solutions’ Chairman and CEO. “We are confident in achieving our goal of doubling revenues this year and expanding our sales force is a key component of Invoke’s sales strategy.”

Invoke’s new customers and partners include a myriad of companies and consultancies who are achieving strategic differentiation by using the platform to gain better insight into the opinions, views and dynamics of their customers, employees and constituents. Some examples include:

- A national car rental agency testing and optimizing creative new television commercials.
- A national restaurant chain exploring new menu ideas. In fact, using the Invoke platform, they were able to test more concepts at one time than have ever been tested on the Web before.
- A political consultancy testing new messaging and TV commercials for a state governor in one the largest U.S. states.
- A global supplier of consumer and business goods testing concepts for new technology products.

New Sales Executives Cover Major Markets

Due to a significant increase in demand from clients and partners, Invoke has hired new sales executives to further develop its channel program and cover the major markets of New England, New York/New Jersey, Atlanta, Chicago, Texas, California and the Northwest. All new business development executives have strong technology sales backgrounds and come from companies that include EDS, Placeware, PTC, Agile Software Corporation, and Computer Associates. They are responsible for implementing Invoke’s new sales strategy that targets Global 2000 companies by joint selling with channel partners.

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 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 Global 2000 companies and Invoke partners for market research, human capital management and voter insight, Invoke is rapidly becoming the standard platform for organizations that need to make confident, continuous and fact-based decisions fast.

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

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