



PRESS RELEASE

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Invoke Solutions Announces Global Partnership With C&R Research

Firms Partner to Answer Customer Demand for Invoke's Dynamic Survey

Tenafly, NJ—June 22, 2004—Invoke Solutions, a leading innovator of online, collaborative research solutions, and C&R Research, a leading market research firm, announced today a partnership to bring the power and benefits of the Invoke next-generation online market research platform, Dynamic Survey, to C&R clients. General Mills International (NYSE: GIS) makes use of the partnership between Invoke and C&R Research.

Through the partnership, C&R clients can now utilize Dynamic Survey, the unique real-time, interactive research platform from Invoke. Dynamic Survey enables users to have a live interactive dialogue with 100 or more respondents that combine the rich opinion and adaptive questioning of a focus group with the large sample and quantitative questioning of a survey. This methodology goes beyond the speed and cost benefits of Internet surveys and online focus groups to accelerate insight development and enable faster decision-making.

“The partnership with C&R Research is in direct response to customer demand for Dynamic Survey,” said Corey Torrence, CEO, Invoke Solutions. “We are pleased to work with C&R in bringing the platform to C&R’s customer base.”

“We are pleased to work with Invoke and add Dynamic Survey to our portfolio of research services,” said Paul Metz, VP, C&R Research. “Invoke offers a unique and cutting-edge research tool that is an excellent fit with the needs of many clients. Invoke’s commitment to evolving and enhancing Dynamic Survey will help us provide even more effective and responsive research for our clients.”

About Invoke Solutions™

Invoke Solutions, founded in 1999, 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 Solution developed Dynamic Survey, a unique, 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 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. Invoke Solutions and Dynamic Survey help clients make faster, more confident, better informed decisions. This is crucial – especially when a lot is riding on the decision.

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