

## Invoke Solutions Opens European Office, Adds Research Experience

*New Office in London Will Help Invoke Better Serve European Research Partners*

**WALTHAM, MASS – September 5, 2007** --Invoke Solutions, the leading innovator of real-time, online qual/quant and mobile research technologies, is excited to announce the opening of our newest office in London to better serve their research partners in the UK and throughout Europe.

This new office is in response to the global demand for Invoke's products and services and will be led by Joanne Manley, Director of Strategic Alliances, Europe. Joanne, who moves into this role from the Director of Marketing position, will work exclusively with Invoke's growing global partner base in Europe as the company expands its product portfolio in both the mobile and online space.

Invoke currently works with leading research firms including Kantar/Millward Brown, Maritz, Gallup, Harris Interactive, C & R Research and several strong regional research firms to deliver state of the art research technologies for their global client bases. "Our mission in Europe is to continue to deliver a superior research experience for respondents, researchers, and decision makers," says Manley. "The research community is evolving and Invoke is excited to take a leadership position on both sides of the Atlantic."

"As Invoke's past Director of Marketing, Joanne is well-suited for this new role," says Ben Cesare, President and CEO of Invoke Solutions. "She has spent the last several years building the messaging and positioning of Invoke in the U.S. and was extremely effective in working with our partner base. We are excited that Joanne has accepted this role and look forward to her leadership skills in growing Invoke's presence in Europe."

Invoke has also added significant experience to its research services division as it prepares to expand its product portfolio in the coming months. This additional experience from top firms and client side companies will enable Invoke's clients and partners to more effectively utilize the company's new and existing online and mobile research technologies.

This additional experience includes Diane Offenbach, Research Director from Ipsos, Susan Novak Smith, Manager of Research Services from Greenfield Consulting, Larry Massey, Research Director from IBM, and Research Consultants Erin Morris from Ryan Partnership and Krasimira Mladenova from Perceptions Research.

"With these new additions, we are better than ever able to meet the evolving demands of our client base and provide expertise in applying our technologies to a wide array of research situations" says Peter Mackey, VP of Research and Business Development at Invoke.

### **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. Unlike traditional, costly, and decades old research methodologies, Invoke offers mobile and online research platforms that provide a more engaging experience for participants and give businesses faster, more useful results with the depth of insight needed to make important decisions.

Invoke partners with leading research firms and Fortune 1000 companies to enable faster, smarter decisions throughout the marketing and product 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, faster.

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