



PRESS RELEASE

Contact:
Joanne Manley
(781) 237-3384
joanne.manley@invoke.com

Invoke Solutions Takes Its Revolutionary Researching Platform To The Next Level with “Invoke on Demand”

**Major new release enables instant business insights, delivers a new
“Insight Center” portal, and hosts over 300 participants**

WELLESLEY, Mass.—September 22, 2005—Invoke Solutions, a leading innovator of real-time, interactive research technologies, today announced the release of Invoke On Demand, a major upgrade to its unique researching platform that will enable insight professionals to save time and add increased value throughout the enterprise.

Invoke Solutions is the first to provide a researching platform that enables fast, actionable insights through live Internet sessions with a large, targeted audience. Using the Invoke platform, customers are able to have a real-time dialog with dispersed groups of people – such as customers, prospects, or employees – about important topics and capture the rich, reliable feedback they need for more confident decision making.

Invoke On Demand is a phased release that will significantly reduce the “time to insight” for customers and partners, further improve the in-session experience and enable researching across a range of business functions. The Invoke On Demand release will be rolled out in three phases over the next three months:

- **Invoke Platform Upgrade (5.0)** – includes a new “Instant Insight” PowerPoint® report, on-the-fly chat with participants, real-time segment tracking, “Auto-Pilot” for session moderation, and many more enhancements. Release date: September 2005.
- **Infrastructure Upgrade** – includes the ability to host over 300 participants in a single live session. Release date: October 2005.
- **Invoke Insight Center** – provides 24/7 portal-based access for Invoke partners and customers to create and run sessions whenever needed and includes robust authoring tools and session logistics. Release date: December 2005.

“Invoke on Demand is a major milestone in our product vision to revolutionize the way in which people access and discover critical business insight,” said Corey Torrence, Invoke Solutions’ Chairman and CEO. “This release puts a professional grade researching solution in the hands of insight professionals across the enterprise to enable them to get better, faster results, complete with instant board-ready reports. We believe that the improvements we have made to

our platform combined with the ease-of-access delivered by the Invoke Insight Center further position Invoke as the leading online insight tool.”

The Invoke platform is used by many leading companies to capture rich, actionable insight from their key constituencies such as customers, prospects, employees, partners, and more. To date, more than 300,000 people have participated in Invoke sessions, providing rich, actionable feedback to customers on everything from new product ideas, and customer experience to job satisfaction, advertising effectiveness, and political issues.

###

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 Global 2000 companies and Invoke partners for marketing, new product, employee, 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.