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Ryan Partnership and Invoke Solutions Partner to Offer Insights-Based Research Tool for Marketers

Wilton, Conn. (October 21, 2004) – Ryan Partnership and Invoke Solutions have formed a strategic alliance to launch an innovative insights-based research tool that provides marketers with a greater understanding into what appeals to target audiences and why.

The new proprietary research tool, "Insight Exploration Powered by Invoke Solutions," combines qualitative and quantitative research in a single, online, real-time solution. This new approach enables faster, highly interactive, collaborative and confident decision-making based on rich insights from critical audiences.

"Our mission is to help marketers get as close to the truth as you possibly can by tapping into the thoughts, feelings and insights of actual audiences in real-time, using real numbers," explains Corey Torrence, CEO of Invoke Solutions. "We are thrilled to have this relationship with Ryan Partnership and are eager to offer this unique capability to Ryan's client companies."

Insight Exploration generates immediate actionable learning about key audiences, whether they're consumers, shoppers or retailers. These insights are especially important in today's business climate, dominated by demand for quicker turnaround, lower costs and deeper understanding of consumer behaviors.

"Initial results among our clients that have used Insight Exploration have been extremely favorable," notes Paula Friedman, Vice President of Ryan Research & Marketing Insights. "This research tool provides marketers, in real time, with a level of flexibility and a range of insights previously unavailable before the launch of the Invoke platform. Our clients gain instant insights and a clearer understanding of what interests and motivates their customers."

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Insight Exploration Powered by Invoke Solutions offers a number of compelling points of difference versus traditional research tools:

- Richness of qualitative data with scale and structure of quantitative research
- Elimination of group bias and dominant personalities in group sessions
- Less expensive than qualitative and quantitative research conducted separately
- Reliability of a large national sample with up to 100 respondents per session
- Substantially faster to set up, conduct and analyze
- Instant responses allowing testing and retesting of ideas and questions
- Immediate access to and identification of insights, both during and after the completion of research

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. With Invoke Solutions, both qualitative and quantitative market research studies are combined in one, online, real-time session. This enables faster, more confident decision-making, especially when a lot is riding on the decision. For more information about Invoke Solutions, visit www.invoke.com.

About Ryan Partnership

Ryan Partnership is an independent, full-service marketing services company that provides a full range of promotion, channel marketing, direct, interactive, and Latino marketing services for a roster of clients that include Unilever, Energizer, Heineken, JP Morgan Chase, Nestle Waters North America, Subway, Stanley Tools and many others. Founded in 1984, it has offices in Atlanta, Bentonville (Rogers, Arkansas), Chicago, Columbus, Dallas, Los Angeles, Minneapolis, Toronto and its headquarters in Wilton, CT. For more information, please visit: <http://www.ryanpartnership.com>

For more information about Insight Exploration, please contact Paula Friedman, Vice President of Ryan Research & Marketing Insights, at (203) 210-3325 or via e-mail at pfriedman@ryanpartnership.com.

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