



PRESS RELEASE

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**Maritz Research Launches Real-Time Research Tool
for Businesses Needing Quick, In-Depth Customer Feedback
“Dynamic Insights” Uses Invoke Solutions Technology to Help Companies
Make Faster, Better Business Decisions**

ST. LOUIS and WELLESLEY, MA. (July 25, 2005) – Maritz Research, one of the world’s largest marketing research firms, has partnered with Invoke Solutions, the leading innovator of real-time, researching technologies, to launch a new Maritz research product for companies that need quick, in-depth and accurate feedback from their customers. The product, called Dynamic Insights, leverages Invoke’s technology platform to combine both qualitative and quantitative researching techniques in live Internet sessions. Dynamic Insights powered by Invoke will be used to capture real-time customer feedback for clients in Maritz’ target industries – automotive, financial services, hospitality, information technology, telecommunications and retail.

“Maritz Research serves clients in highly competitive industries and getting fast insights into how and why customers make certain choices is a critical component of our clients’ success,” said Wally Balden, director, research & development, Maritz Research. “With Invoke as the engine driving our new Dynamic Insights research tool, we have the power to deliver in real time the ‘what’ and the ‘why’ behind customer preferences which will allow our clients to make timely, confident business decisions.”

Maritz Research examines three critical dynamics that are essential to a brand’s success: Choice, Experience and Loyalty. The company will use the Invoke-driven Dynamic Insights product to help other clients quickly gain the customer insight needed to make smart decisions about new product concepts, new marketing initiatives, brand positioning and customer loyalty programs.

Unlike traditional research tools, Dynamic Insights and the Invoke Solutions technology platform offer distinct advantages to help businesses make faster, better-informed decisions. A Dynamic Insight session combines the adaptive questioning of a focus

group with large samples, for better precision and statistical reliability. It leverages the results from this visual and interactive dialogue to gain immediate insight into the opinions and reactions of session guests with the power to adapt questioning on-the-fly. To date, more than 300,000 people have participated in Invoke Solutions' sessions, providing feedback on everything from new product concepts, customer satisfaction studies, new TV commercials, employee morale studies and election issue feedback.

"Businesses have long known the value of market research and of knowing what their customers think and why they make certain choices," said Corey Torrence, Invoke Solutions Chairman and CEO. "In the last two years, those same businesses have come to realize the faster and more accurate that information, the smarter the decisions they will make and the more competitive they will be. With the Invoke platform powering Maritz' new Dynamic Insights product, Maritz' customers can benefit from fast, accurate customer insight."

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.

About Maritz Research

As one of the world's largest marketing research firms, Maritz Research, a unit of Maritz Inc., helps many of today's most successful companies improve performance through a deep understanding of their customers, employees and channel partners. Founded in 1973, it offers a range of strategic and tactical solutions concentrating primarily in the automotive, financial services, hospitality, telecommunications, retail, workplace and technology industries. The company has achieved ISO 9001 registration, the international symbol of quality. It is a member of CASRO and official sponsor of the American Marketing Association. Based in St. Louis, Maritz Inc. provides market and customer research, communications, learning solutions, incentive initiatives, meetings and event management, rewards and recognition, travel management services, and customer loyalty programs. Maritz has a presence in 42 countries, with key offices in the United States, Canada, the United Kingdom, France, Germany, and Spain. For more information, visit www.maritz.com.

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