



PRESS RELEASE

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The Marketing Workshop, Inc. and Invoke Solutions Partner to Deliver Next Generation Research Solution to Clients

New “Da Vinci ForeSight” product uses Invoke Solutions’ research technology to enable The Marketing Workshop, Inc. clients to gain better insights and make faster decisions

WALTHAM, Mass.—May 9, 2006—Invoke Solutions, a leading innovator of real-time, interactive research technologies, and The Marketing Workshop, Inc., a national, full-service custom marketing research company, today announced a partnership to launch a new research product to companies that need fast, actionable marketing insight at the speed of the Internet.

The product, called Da Vinci ForeSight, leverages Invoke’s technology platform to combine both qualitative and quantitative researching techniques in live Internet sessions with a large, targeted audience. It enables The Marketing Workshop, Inc. to offer the very latest in online research capabilities to their many clients that include both business-to-business and business-to-consumer marketers.

“The Invoke platform provides an excellent opportunity for The Marketing Workshop, Inc. to create another product (Da Vinci ForeSight) that makes use of the best researching technology available”, says Jim Nelems, Founder, President and CEO of The Marketing Workshop, Inc. “Da Vinci has been included in our company motto for many years. Leonardo Da Vinci certainly represents someone who understood and used both art and science to create his masterpieces and share intelligent foresight. Our use of the Invoke

platform to create Da Vinci ForeSight is our effort to communicate to the marketplace our use of technology, science and art to combine qualitative and quantitative marketing research methods to help our clients become even more successful.”

“We are very pleased to be working with The Marketing Workshop, Inc. to launch Da Vinci ForeSight,” says Ben Cesare, President and CEO of Invoke Solutions. “This partnership will allow customers to benefit from the combination of Invoke’s next generation research technology and Marketing Workshop’s world-renowned research expertise to gain better, faster insights and enable smarter marketing decisions.”

Da Vinci ForeSight, powered by Invoke technology, combines the adaptive questioning of a focus group with the large sample and robust metrics of a survey, all in a live event in which stakeholders can participate. Already used by many Fortune 1000 companies, the platform delivers rich insight with the ability to watch and react in real time using robust analytics and on-the-fly questioning. From brand exploratory research to final copy testing and product concept tests to in-home use studies, the Invoke technology platform is helping companies make faster, smarter decisions throughout the marketing innovation lifecycle.

The Marketing Workshop, Inc. currently has full time Qualitative Research Consultants and Quantitative Research Managers who are exceptional resources for their clients. Da Vinci ForeSight, using the Invoke platform, enables them to combine their individual talents into a robust tool that broadens the methodological choices they have in response to individual client needs and study objectives.

About The Marketing Workshop, Inc.

The Marketing Workshop, Inc. is a full service marketing research firm operating nationally from Atlanta, Georgia. Founded in 1972, The Marketing Workshop, Inc. has had continuous ownership by the founder since inception.

As one of the top 50 marketing research firms in the United States based on revenue, the firm remains the right size for top management attention to client needs and has grown by continued emphasis on providing superior client service.

Experienced in most product and service categories as a full service marketing research firm, the firm also helped design and implement ActiveGroup. ActiveGroup is now a separate company that is engaged in providing other high tech products and services to the marketing research community.

For more information about The Marketing Workshop, Inc., visit www.mwshop.com.

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 Fortune 1000 companies, the Invoke researching platform is enabling faster, smarter decisions throughout the marketing 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.

For more information about Invoke Solutions, visit www.invoke.com.

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