



PRESS RELEASE

Contact:

Melissa London (Invoke)

919-933-3511

mlondon@londoncalling-pr.com

Marriott Chooses Invoke Solutions and Dynamic Survey for Confident Decision-Making

Dynamic Survey Delivers Unique Insights to Enhance the Customer Experience

TENAFLY, NJ—August 30, 2004—Invoke Solutions™, a leading innovator of online, collaborative market research solutions, today announced that Marriott International Inc. (NYSE: MAR), a leading worldwide hospitality company, has been using Invoke's Dynamic Survey platform.

Dynamic Survey is a unique real-time, interactive research platform that enables instant access to important customer feedback on critical issues, providing users, like Marriott, with certainty and confidence through valuable and immediate insight.

"Through Dynamic Survey, we were able to help Marriott respond to trends, answer questions and solidify positioning and execution," said Corey Torrence, CEO of Invoke Solutions. "We are seeing more and more Fortune 500 clients like Marriott leverage Dynamic Survey across their enterprises in areas like market research, employee communications, customer opinion and partner support. These are areas where quick and accurate insight is critical to addressing problems, pursuing new opportunities, responding to customer needs and enhancing the total customer experience."

Dynamic Survey helps companies like Marriott make better decisions by harnessing the power of the Internet to generate immediate insight to new products and concept ideas through a live interactive dialogue with 100 or more respondents. Each session combines the rich opinion and adaptive questioning of a focus group with the large sample and quantitative questions of a survey. As a result Dynamic Survey delivers results that are insightful, timely and projectable.

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. In response to the need for faster marketing decisions based on greater customer insight, Invoke Solutions developed Dynamic Survey, a unique, interactive research platform that provides both qualitative and quantitative market research in one, online, real-time session. Dynamic Survey enables users to harness the power of the Internet to generate immediate insight to new products and concept ideas through a live interactive dialogue with 100 or more respondents. Each session combines the rich opinion and adaptive

questioning of a focus group with the large sample and quantitative questioning of a survey. Invoke Solutions and Dynamic Survey help clients make faster, more confident, better informed decisions. This is crucial – especially when a lot is riding on the decision.

- END -