



PRESS RELEASE

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Invoke Solutions Establishes Impressive Foundation for Growth

Key Hires, Starting with Accomplished Executive Corey Torrence at CEO, Impressive Board Additions of Anne Busquet and Rory Cowan, Increased Investment from Bain Capital and a Growing List of Brand Name Customers Position Invoke for Increasing Global Demand

Tenafly, NJ—August 17, 2004— Invoke Solutions™, a leading innovator of online, collaborative research solutions, announced today that the company has assembled an powerful line-up of experienced executives, technical innovators, financial leaders and talented advisors to help the company meet and grow with the demands of the evolving knowledge, research, and corporate communications industries.

Most recently, Invoke appointed Anne Busquet, CEO of IAC Local and Media Services (NASDAQ: IACI), and Rory Cowan, Chairman and CEO of Lionbridge Technologies (NASDAQ: LIOX), to the Invoke Board of Directors. Busquet brings Invoke more than 25 years of management, leadership and advisory experience from leading corporations and universities. Cowan brings Invoke over 20 years of operational and managerial experience at both privately held and public companies. Both Anne and Rory have extensive leadership and operational experience in growing and managing private and public global companies. Their addition to the Invoke Board brings more depth, more insight and more experience to the company.

Spear-heading the recent Board additions is CEO Corey Torrence. Torrence joined Invoke as Chairman and CEO in November 2003. Brought to Invoke by investors, Bain Capital Ventures and BRM Capital, Torrence is an accomplished executive with over 24 years of experience in marketing, sales and business operations.

Prior to joining Invoke, Torrence was Chairman and CEO of Creditek, a leader of revenue cycle outsourcing services. Prior to that, Torrence was President and CEO of Epsilon, where he successfully brought the company from losses to sustained profitability over the course of 18 months, leading to the leveraged merger of the company into a larger marketing services enterprise. Torrence brings to Invoke experience and energy for innovative technology, strategic decision-making and results.

"In a short period of time, we've brought a deep and seasoned team of executives and advisors to Invoke Solutions. We are here because we have a breakthrough business solution that greatly increases the odds of success in critical decision making for our clients. We have an innovative technology platform that provides our customers with new and more efficient ways to help organizations connect with customers, employees, shareholders and partners," said Corey Torrence, Chairman and CEO, Invoke Solutions. "Customers, like Marriott and Midas, come to us because they need to be more certain about the critical decisions they are making, and they recognize that we are truly revolutionizing the knowledge industry with a powerful platform that delivers rich, constructive real-time dialogue through the power of the Internet. Our vision delivers results that have not previously been seen before with approaches such as surveys and response cards. We have revolutionized how our customers know what their clients are thinking."

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. Invoke investors include Bain Capital Ventures and BRM Capital.

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