



PRESS RELEASE

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Invoke Solutions and Dynamic Survey Help Midas Maintain its Touch

Dynamic Survey Gives Midas Inc. a Better Understanding of Its Customers Nationwide Without Losing Time and Money to Travel

TENAFLY, NJ—July 20, 2004—Invoke Solutions™, a leading innovator of online, collaborative market research solutions, today announced the use of its Dynamic Survey by Midas Inc. (NYSE: MDS). Dynamic Survey is a unique real-time, interactive research platform that provides immediate access to session-generated information through improved reporting features and allows even greater moderator control over the sessions. Through Dynamic Survey, Midas was able to get a better understanding of their consumers and what they want, including customer reaction to price points and their perception of the company.

“Midas is an incredibly impressive brand name, and we’re pleased that they’ve chosen Invoke and Dynamic Survey to help them understand and build relationships with their customers,” said Corey Torrence, CEO of Invoke Solutions. “Through Dynamic Survey, we are able to give clients like Midas tomorrow’s information today by delivering immediate access to critical opinions and responses in a cost-effective way. When time is money, Dynamic Survey is absolutely essential in enabling researchers, product developers and brand managers to make better, more informed, more immediate decisions by leveraging the community relationships and real-time assets of the Internet.”

“Customers are our business at Midas, and we are absolutely committed to meeting their needs,” said Garry Rosenfeldt, Marketing Research Director, Midas Inc. “Dynamic Survey is critical in helping us understand our customers, so we can offer them the best in customer service. We find Dynamic Survey to be extremely useful in helping us distinguish Midas from our competitors.”

Dynamic Survey helps researchers like Midas 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 questioning of a survey so the results 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 Solution 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.

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