



PRESS RELEASE

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Invoke Solutions Launches MyInvoke Portal

New portal technology provides 24/7 access for Invoke research partners to plan, prepare and run their own live research sessions

WALTHAM, Mass.—July 12, 2006—Invoke Solutions, the leading innovator of real-time, interactive research technologies, today announced the release of the MyInvoke Portal, a major addition to its unique researching platform that will give Invoke research partners total control in designing, delivering and executing Invoke research sessions.

Invoke Solutions is the first to provide a real-time research platform that combines both qualitative and quantitative questioning in live Internet sessions with a large targeted audience. Leading research providers such as Millward Brown and C&R Research are integrating the Invoke technology into their own research methodologies. The MyInvoke Portal will provide these research partners with 24/7 access to the Invoke environment to plan, prepare and run their own live researching sessions at their convenience.

“Research partners are a critical part of our business,” says Ben Cesare, Invoke Solutions’ President and CEO. “We are continuing to invest in technology to meet their needs and allow them to deliver Invoke-enabled research solutions to their clients more quickly and efficiently.”

C&R Research has been using the portal for the last four months and participated in the beta program. “The MyInvoke Portal gives us far greater flexibility in how we run Invoke projects,” says Todd Eviston, VP Operations, C&R Research. “The added control combined with the robust iStudio session preparation tool allows us to deliver Invoke-enabled research projects to our clients with greater responsiveness and efficiency.”

As well as added convenience and control, the portal provides Invoke research partners with fast, centralized access to all past projects and reporting data as well as a library to store discussion guide templates and best practices.

Key features of the portal include:

Scheduling – A central Calendar View allows users to schedule Invoke sessions and access past, present and future session data.

Recruitment – All participant recruitment details are easily entered into the portal where the invitation process is then managed. Recruitment status is highlighted and participant screener data can also be imported.

Media Preparation – The portal includes access to iStudio, Invoke’s proprietary session preparation tool. Users can prepare discussion guides via a Word®-like interface, or import guides directly from Word. iStudio is also used to upload and manage session stimuli such as static images, Flash files, and video clips. Materials from previous projects can be easily accessed and re-used, and users can build their own library of discussion guide templates to gain further efficiency in the session preparation process and support best practices.

Accessing Reports – The MyInvoke portal also provides a central repository for all Invoke reporting output. Reports are available in the portal within minutes of a completed session and additional files can also be uploaded, providing researchers with a consolidated location for all their Invoke project materials.

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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