



PRESS RELEASE

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Invoke Solutions Names Frank H. Lallos as CFO and Traci Gere as Vice President of Professional Services

Rapid Growth at Invoke Solutions Continues and Prompts the Addition of Senior Management Team Leaders

WELLESLEY, Mass.—September 28, 2005—Invoke Solutions, a leading innovator of real-time, interactive research technologies, today announced the appointment of Frank H. Lallos, CFA as CFO and Traci Gere as Vice President of Professional Services.

“Frank brings more than 11 years of finance and operating experience to Invoke from both the start-up and Fortune 1000 sectors,” said Corey Torrence, Invoke Solutions’ Chairman and CEO. “With the rapid growth Invoke Solutions is experiencing this year and the projected growth in 2006 and beyond, we know that Frank has the proven ability to take the company to the next level of financial success.”

Frank will be responsible for Invoke Solutions’ finance operations and will provide strategic leadership and planning towards a highly profitable business. During his career Frank has been focused primarily in the financial services and software industries. In addition, Frank has extensive experience in product development and relationship management. Most recently Frank was the Interim CFO at OzVision Global Inc. a US and Israel based provider of video verification technology for the alarm and communications industries. Prior to OzVision, Frank was Vice President of Operations and CFO at ByAllaccounts, a financial services software firm that delivers data aggregation to financial services firms and the high net worth marketplace.

Before joining ByAllAccounts, Frank was President of Online Brokerage Solutions, a broker-dealer providing ASP brokerage solutions for banks and credit unions and has held positions at Gomez Advisors, Fidelity Investments and Deloitte & Touche LLP. Frank holds both MBA and BA from the University of Rochester and is a Chartered Financial Analyst.

“Traci comes to Invoke Solutions with an extensive background in both industry research and strategic planning,” said Torrence. “We expect to see substantial growth in our professional services division and Traci will have an integral role in overseeing this

growth and providing our clients and channel partners with the information, tools, and support they need.”

Traci will be responsible for the expansion of Invoke’s consulting and service delivery organization. This organization crafts the research experience for Invoke’s clients using a proprietary research platform. Traci spent ten years of her career at IDC, a leading provider of market research in the information technology industry. While at IDC, Traci drove the diversification and growth of the services industry research organization. Under her leadership, the group successfully penetrated new industry segments, pioneered new delivery models, and executed brand extensions. Traci holds an MBA from Boston University and a BA in international relations from Brown University.

Prior to IDC, Traci was a management consultant for entrepreneurial organizations, where she planned and executed ownership transitions, service launches, and new business development.

Earlier this week, Invoke Solutions’ launched **Invoke On Demand**, a major upgrade to its unique researching platform that will enable insight professionals to save time and add increased value throughout the enterprise. **Invoke On Demand** is a phased release that will significantly reduce the “time to insight” for customers and partners, further improve the in-session experience and enable researching across a range of business functions.

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 Global 2000 companies and Invoke partners for marketing, new product, employee, and voter insight, Invoke is rapidly becoming the standard platform for organizations that need to make confident, continuous, and fact-based decisions fast.

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

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