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Maritz and Invoke Solutions Partner to Launch Mobile Research Platform

*Maritz to be the exclusive launch partner for
new Invoke Ping product in the US*

ST. LOUIS and WALTHAM, MA. (December 19, 2006) – Maritz, one of the world's largest marketing research firms, and Invoke Solutions, the leading innovator of real-time, researching technologies, have partnered to launch Invoke Ping, a revolutionary new mobile research platform.

Born out of Invoke's patented live research environment, Invoke Ping will transform consumer research by allowing companies to connect with their customers at the point of experience – e.g. while they are in their stores – and collect customer intelligence on a continual basis, which will provide a breakthrough in capturing, analyzing and disseminating information based on real-time customer feedback.

Invoke Ping allows data collected via cellphones to be reported and analyzed in real time so that users can respond instantly to emerging insights. Portal-based access and an interactive dashboard will provide clients with an integrated research environment and single source of insight for their customer intelligence data.

Maritz will be the exclusive launch partner of Invoke Ping in the United States. As the leading provider of customer satisfaction research, this partnership will allow Maritz to offer cutting-edge mobile research capabilities and point-of-experience customer feedback to clients in industries such as retail, automotive and hospitality.

"In today's competitive marketplace, understanding the customer experience is the key differentiator for business success," says Michael Brereton, president of Maritz Research. "This tool will allow clients to monitor and respond to customer needs right at the point of interaction. Through gathering what was once unobtainable and integrating

these insights with other Maritz solutions, our clients will be armed with a comprehensive approach towards customer experience.”

“As we prepare for the launch of Invoke Ping, we are very pleased to have one of the world’s leading research companies as an exclusive partner,” says Ben Cesare, president and CEO of Invoke Solutions. “We have developed Ping to allow companies to continually track the pulse of customer opinion so that they can ensure their strategy remains aligned with the ever-changing needs of their target audience. Maritz’ expertise in designing customer research programs will allow us to leverage this breakthrough technology to deliver highly tailored research solutions to companies nationwide.”

Maritz Research and Invoke have been working together since 2005 as partners on Maritz’ Dynamic Insights product – an online research platform that combines both qualitative and quantitative researching techniques in live Internet sessions. As Invoke extends its research technology platform into the mobile world, the two companies have chosen to collaborate once more. A beta version of Invoke Ping will be released in January to selected clients of both Maritz and Invoke Solutions.

About Maritz Research

As one of the world’s largest marketing research firms, [Maritz Research](#), a unit of Maritz Inc., helps many of today’s most successful companies improve performance through a deep understanding of their customers, employees and channel partners. Founded in 1973, it offers a range of strategic and tactical solutions concentrating primarily in the automotive, financial services, hospitality, pharmaceutical, telecommunications, retail, workplace and technology industries. The company has achieved ISO 9001 registration, the international symbol of quality. It is a member of CASRO, the Conference Board, and is the official sponsor of the American Marketing Association

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.