



PRESS RELEASE

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Invoke Solutions Announces New CEO

Ben Cesare appointed President and Chief Executive Officer

WALTHAM, Mass. May 3, 2006—Invoke Solutions, the leading innovator of real-time, interactive research technologies, is pleased to announce that Ben Cesare has accepted the position of President and Chief Executive Officer.

An experienced executive and former SVP of Sales at Invoke, Cesare will assume this new leadership role effective immediately. He will oversee the firm's growth mission to become the de facto technology for on-line, real-time research.

A former VP at Agile Software Corp. and Psion North America, Cesare has more than 26 years of experience in sales, business development, and executive management in high-tech organizations where he has been instrumental in leading multi-tiered teams into strong, sustainable growth. He joined the Invoke executive team in early 2005 and has been responsible for doubling the company's customer base over the last year.

"Bain Capital Ventures are very pleased that Ben has accepted the role of President and CEO of Invoke Solutions," says Mike Krupka, Managing Director, Bain Capital Ventures. "We have enjoyed working with him during 2005 and look forward to continued future growth under his experienced leadership."

"Ben's experience, track record and commitment will be a tremendous asset to Invoke Solutions," says Bill Meurer, General Partner, BEV Capital. "Invoke is well positioned for continued success under his strong leadership."

"I am honored to undertake the position of President and CEO at this exciting time in the company's development," says Cesare. "Invoke has a unique opportunity to extend and expand its leadership position in technology-based research as we continue to partner with world-class

research organizations and blend best of breed research methodologies with the Invoke technology platform. Together, we can set the course in this new era of highly interactive, real-time research that delivers on the promise of instant insight for confident decision-making. As we continue to distance ourselves from the competition by providing superior technology, our research team and partners will accelerate our growth by delivering research results that are insightful, dependable and relied-upon by the most innovative companies in the world.”

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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