

For Immediate Release

Invoke Solutions Announces Engage iBus, the First and Only Fully Fused Omnibus Solution

The Power of the Invoke platform with the cost efficiencies of an Omnibus

WALTHAM, MA – May 6, 2009 - Invoke Solutions, a full service technology-driven market research firm, announced the latest addition to its Engage family of products, Engage iBus. Engage iBus is the first and only fully fused (the real-time blending of qualitative and quantitative approaches) omnibus, delivering quality insights faster and with more flexibility than any other omnibus solution on the market today. In addition to asking any mix of qualitative and quantitative questions, clients have the ability to see the results while the survey is still in the field and even react to the data by inserting new questions or editing existing questions. Within 24 to 48 hours of the survey closing, clients will receive a PowerPoint presentation with their results. Engage iBus continues to deliver on Invoke's core values of **Speed, Flexibility, and Efficiency**.

"At Invoke we understand the true value of research is the ability to get the most out of every research experience by maximizing the insight from every customer interaction," commented Peter Mackey EVP of Research and Business Development. "The Engage iBus builds on both our technology and our fused approach delivering our clients the flexibility, efficiency, and the data quality they have come to rely on Invoke for."

Unlike other omnibus surveys, every Engage iBus survey provides the option of exposing multi-media stimuli and use of the Engage Concept Rotation feature to create monadic or sequential monadic exposure of ideas or concepts. The Engage iBus product can be used for a variety scenarios including: supplemental data to a larger research initiative, product concept testing, brand or product awareness testing, voice of the customer initiatives, insights from low incidence populations, qualitative deep dives and incidence testing.

Pricing and Availability

This true fusion of qualitative and quantitative methodologies produces more robust insights from participants and delivers more value than a traditional omnibus. Researchers can ask any mix of five qualitative or quantitative questions for \$3000. For an additional cost of \$500 per question clients can take advantage of the option to insert new questions even after the survey is in the field, which provides Engage iBus customers the opportunity to react to the data in real-time to ensure that every question is yielding its intended results. The Engage iBus, conducted against an Internet representative sample of 1,000, will launch weekly beginning Wednesday May 13th. Other iBus solutions focusing on specific targets and issues are planned for future release.

About Invoke Solutions

Invoke Solutions is a technology driven market research firm that helps leading companies make better, faster decisions about their brands, products, communications, and customer strategies. They are the only full service market research firm to offer customers **BOTH** quantitative and qualitative research in a single interactive web-based platform that delivers real-time results. Unlike traditional, costly research methodologies, Invoke's [Engage Business Solutions](#) and [Suite of Applications](#) are specifically designed

to provide a more engaging participant experience and give businesses faster, easier to use qualitative and quantitative results.

Invoke partners with Fortune 1000 companies and leading global research firms to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research and final communications testing to product concept tests and in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster. For more information, visit

<http://www.invoke.com>

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