



BzzAgent Launches First Hispanic BzzChannel GoodBzz Campaign

Pro Bono Project to Raise Awareness Throughout the U.S. Hispanic Community for Association of Latino Professionals in Finance and Accounting

(Boston, MA) April 3, 2006 - BzzAgent, Inc., the industry's fastest growing word-of-mouth marketing and media firm, today announced it has launched a campaign to raise awareness for the Association of Latino Professionals in Finance and Accounting (ALPFA). The ALPFA campaign marks BzzAgent's first GoodBzz™ campaign to utilize its Hispanic BzzChannel™.

The goal of the campaign is to generate awareness about ALPFA to increase the organization's membership. ALPFA currently has 6,000 members and aims to increase membership numbers to 10,000 through this word-of-mouth program. Beginning March 29 and continuing through June 30, Latinos who sign up at www.hispanic.bzzagent.com to become BzzAgents are eligible to participate in the ALPFA BzzBlast™ campaign and receive a complimentary, six-month ALPFA membership.

"ALPFA has grown by word-of-mouth – one member bringing another into the group," said Manuel Espinoza, ALPFA CEO. "BzzAgent will enable us to accelerate this process to reach our goal of building our membership across ALPFA's 28 local chapters."

BzzAgent's bilingual Hispanic BzzChannel, announced in summer 2005, provides volunteer consumers with the opportunity to generate "bzz" about specially selected products and services while enabling clients to build brand evangelism within the domestic Latino community. BzzAgent is currently recruiting Latino BzzAgents to participate in the ALPFA GoodBzz program as well as upcoming Hispanic BzzChannel campaigns.

"Since we created the Hispanic BzzChannel, we have looked for opportunities to give back to the Latino community that has supported us so quickly," said Vanesa Kolodziej-Guerra, BzzAgent's Hispanic BzzChannel director. "As an ALPFA member myself, I have been impressed with ALPFA's mission and values and I look forward having BzzAgent to assist in growing the organization."

As part of the GoodBzz pro bono program, BzzAgent is donating a full-scale, 12-week word-of-mouth marketing campaign. Other GoodBzz campaigns have served organizations including the March of Dimes, National Outdoor Leadership School (NOLS) and WGBH's "Rx for Child Survival" series. BzzAgent plans to roll out additional GoodBzz campaigns throughout 2006.



About ALPFA

The Association of Latino Professionals in Finance and Accounting (ALPFA) is the leading professional association dedicated to enhancing opportunities for Latinos in the accounting, finance and related professions. With almost 6,000 members and 28 local chapters, ALPFA has been serving the professional Hispanic population for over 30 years.

About BzzAgent, Inc.

BzzAgent, Inc. is a word-of-mouth marketing and media firm that helps companies to organize and manage honest, real-world conversations among everyday consumers. BzzAgent's innovative process, platform and programs enable the acceleration and measurement of word-of-mouth as a marketing medium. Using such systems, BzzAgent's clients can generate awareness and shape perception about their products and services either via BzzAgent's community of 140,000 trained, volunteer brand evangelists or by way of their own client-branded word-of-mouth networks that are customized, hosted and built by BzzAgent.

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