



For Distribution

Canada “Abuzz” With Word-of-Mouth Marketing

BzzAgent to Launch Five Word-of-Mouth Campaigns in Ontario and Beyond

(BOSTON, MA) May 8, 2006 - BzzAgent, Inc., the industry’s fastest growing word-of-mouth marketing and media firm, today announced it is preparing to launch a series of word-of-mouth campaigns for top Canadian brands, including Penguin Group (Canada) and Unilever. The BzzCampaign® programs, which are slated begin in May of 2006 and continue through the summer, will provide Canadian consumers with an opportunity to experience new products and help marketers deepen relationships with their loyal customers.

“Canada has emerged as a strategic imperative for BzzAgent,” said Dave Balter, founder and CEO of BzzAgent. “Word-of-mouth knows no geographic boundaries. Canadian marketers and consumers alike have recognized quickly the value of this unique marketing medium.”

Assisting in the launch of Unilever’s new Knorr® Frozen Entrées, BzzAgent will design, implement and measure a word-of-mouth campaign this spring to elevate consumer expectations and evolve the frozen food category. Knorr® Frozen Entrées contain strictly premium ingredients, such as cream, white wine, Parmesan cheese, Pecorino Romano cheese, extra virgin olive oil, nested al dente pasta, succulent shrimp, and tender marinated chicken. As part of the program, thousands of consumers in Ontario will have the chance to try the new Knorr® chef inspired Entrées.

BzzAgent will also conduct a 1,900-volunteer campaign for Unilever’s Hellmann’s® Real Mayonnaise and Hellmann’s® ½ The Fat Mayonnaise in the Ontario and Prairie Provinces. The Hellmann’s promotion will integrate into Unilever’s “Be Famous” advertising campaign.

In Penguin’s case, BzzAgent will engage 1,100 enthusiastic volunteers to read and discuss Marian Keyes’ *Anybody Out There?*, an instant *Globe and Mail* bestseller on its release in Canada a week ago. Keyes is the hottest young female writer in Britain and author of seven international bestsellers. She is published in 29 different languages and Penguin Canada has engaged BzzAgent to help accelerate early word-of-mouth on the new novel, in conjunction with the author’s four-city Canadian tour in May. “The strategy of bringing first time readers to this author,” says Penguin Marketing Director Yvonne Hunter, “is that they will want to read everything she’s written. And Marian’s readers get to know her a little better, even if they don’t live in Toronto, Vancouver, Victoria or Montreal.”



BzzAgent has also agreed to organize BzzCampaign marketing programs for two additional products offered by a major global brand. All five Canadian campaigns are being developed in conjunction with Toronto-based Agent Wildfire. The company is currently inviting members of its volunteer community participate in these and other word-of-mouth programs. Canadian consumers can join the BzzAgent network at www.bzzagent.com.

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 160,000 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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Contacts:

Joe Chernov
BzzAgent, Inc.
617-451-2280
jchernov@bzzagent.com

Elizabeth Rizzo
SHIFT Communications
617-681-1245
erizzo@shiftcomm.com

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