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BzzAgent™



FOR IMMEDIATE RELEASE

BzzAgent Opens Frogpond™

New Product To Spark Surge In Online WOM

(BOSTON) JULY 23, 2007 – BzzAgent, the only international word-of-mouth (WOM) media network, today announced the launch a new WOM platform, called the Frogpond™. The Frogpond is a section within the BzzAgent community website where consumers can discover and experience online properties as well as “bzz” their friends electronically using a variety of social features.

The Frogpond is open to all of BzzAgent’s 275,000 North American volunteers, and the company expects to grant access to its network of 25,000 UK Agents in the near future. According to BzzAgent Founder and CEO Dave Balter, the Frogpond is the latest example of WOM becoming a high traffic advertising medium. Balter said, “Word of mouth is all about scale. The Frogpond gives hundreds of thousands of the world’s most socially active consumers a special place to go to discover new Internet properties and share their opinions online. This new product promises to make word of mouth more widespread, ‘trackable’ and measurable than ever before.”

Campaigns run in the Frogpond follow BzzAgent’s longstanding principles of WOM: provide consumers with a meaningful experience, encourage them to form an unbiased opinion, and help them share that honest view with others. What is unique about the Frogpond is that it is a hub for online WOM about online properties. To ensure both participants and clients enjoy a compelling WOM experience, BzzAgent has developed a suite of pass-along features that enable consumers to review and share each website and it has created tools that provide marketers with useful tracking and analytics.

At launch, the “pond” is inhabited by nearly 20 websites spanning a wide range of online industries, such as: media (iVillage, Speakaboos, Very Short List, Vital Juice Daily), dating (OkCupid.com), community (Sportsvite), entertainment (OurStage, Simply Audiobooks), travel (Kayak, TripAdvisor®, TripLife), commerce/shopping (auctionPAL, SmartBargains.com®), mobile text messaging (Joopz), mobile voice messaging (Pinger, Inc.), family services (Care.com), and online games (WorldWinner.com). Beyond the obvious benefits associated with engaging an active community of WOM enthusiasts to experience and discuss an online property, marketers that introduce their websites to the Frogpond also enjoy direct feedback from visitors, the ability to interact directly with consumer reviewers, and enhanced click tracking.

“Word of mouth allowed TripAdvisor to become the world’s largest travel community, with more than 20 million monthly visitors, so we are big believers,” said Christine Petersen, senior vice president of marketing for TripAdvisor. “Today, word of mouth can be the predictable result of a planned program. We are pleased to be among the first companies to engage our visitors in this new way.”

Balter concluded, “Consumers voice their opinions using a variety of media. It’s our job to make it easier for everyone to ‘bzz’ – regardless of their preferred medium. Today’s announcement underscores our commitment to word-of-mouth media, both on- and offline.”

The Frogpond section of the BzzAgent community is open to all site visitors. It is located at www.bzzagent.com/frog.

About BzzAgent

BzzAgent, Inc. is an international word-of-mouth media network 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. BzzAgent’s clients generate awareness and shape perception about their products and services via the company’s growing community of 300,000 trained consumer volunteers. In 2006 alone, BzzAgent participants spread honest word of mouth to more than 10 million friends and family members. For more information, on the company visit www.bzzagent.com or www.bzzagent.co.uk.

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