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**BzzAgent™**



FINAL RELEASE

**BzzAgent and Attensity Team to Provide Brands with Unrivaled  
Insights into Consumer Conversations**

*Attensity's Natural Language Software to Power  
BzzAgent's Word-of-Mouth Analysis, Reporting*

**(Boston, MA and Palo Alto, CA) August 13, 2008** — BzzAgent, an international word-of-mouth (WOM) media network, and Attensity™, the leader in text analytics software for First Person Intelligence™, today announced an alliance designed to provide marketers with unrivaled insights into the conversations consumers are having about their brands. BzzAgent will integrate Attensity's "Voice of the Customer" (VoC) software into its WOM platform. This will enable BzzAgent to analyze the millions of real-world, word-of-mouth dialogues submitted by its network of 450,000 volunteer "Agents," and supply clients with actionable information related to behavioral and conversational patterns.

According to BzzAgent Founder and CEO, Dave Balter, "Our relationship with Attensity promises to prove the correlation between words and wallets, empowering our clients to harness the power of word of mouth for much more than product awareness and trial. We've been sitting on a proverbial gold mine filled with more than a million reported conversations. Attensity's solution will allow our clients to reap the fullest benefits of marketing's most precious resource: consumer opinions."

Added Craig Norris, Attensity's CEO, "We're very happy to be working with BzzAgent in an effort to increase the value of their already successful WOM initiatives. In many ways, this is the perfect relationship to create unmatched marketing intelligence for ambitious companies looking to connect with end consumers in a way that their competitors cannot. BzzAgent is at the crest of the word-of-mouth wave, while Attensity has the leading analytics technology to mine the resulting unstructured feedback in a way that presents the facts necessary for meeting end-consumer needs and desires."

Attensity's text analytics technology will analyze unstructured data contained in the nearly 100,000 WOM reports submitted by BzzAgent's volunteers each month, as well as the millions of reports received over the past five years. The software will mine and analyze Agent-authored narratives, allowing the company to provide real-time performance updates and offer strategic recommendations rooted in consumer attitudes, opinions and recommendations. For example, the Attensity-powered system will be able to inform BzzAgent's clients about which words correlate positively — and negatively — to product trial and purchase intent.

Attensity's Voice of the Customer solution employs the company's patented Exhaustive Extraction™ technology to automatically identify facts, sentiment, opinions, requests, trends, and trouble spots from the unstructured text in survey responses, email messages, website forums, blog entries and other consumer communications. Unlike programs that require manual tagging, sorting, classifying or other upfront effort, Attensity automatically extracts valuable data from written feedback to provide deeper insights into consumer satisfaction, sentiment, and loyalty. Attensity can also reveal specific product and service issues, reactions to marketing and selling efforts, and even buying signals.

BzzAgent expects to begin offering clients Attensity-enabled programs beginning in early Q4.

#### **About BzzAgent**

BzzAgent, Inc. is an international word-of-mouth media network that helps companies to accelerate and measure 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 more than 450,000 trained consumer volunteers. BzzAgent participants have spread honest word of mouth to more than 100 million friends and family members. For more information on the company visit [www.bzzagent.com](http://www.bzzagent.com).

#### **About Attensity™**

Attensity provides the definitive Voice of the Customer platform built on its text analytics software technology for transforming unstructured customer feedback into actionable First Person Intelligence™. Attensity's First Person Intelligence is the backbone of the company's flagship offering to the enterprise as well as the law enforcement and intelligence communities for increasing customer satisfaction and improving homeland security. The company's multi-patented technology mines the freeform text in communication channels such as emails, surveys, blogs, web forums, case files, and call center notes. Attensity's hosted and installed solutions provide insight into customer sentiment, product issues, and coded clues that enable customer relationship executives and law enforcement analysts to speed detection and meaningful response to critical events and competitive challenges. Founded in 2000, the company is headquartered in Palo Alto, Calif., with a technology center in Salt Lake City, Utah. Attensity is a recipient of the Red Herring 100, an award reserved for top private technology companies. More information is at <http://www.attensity.com>.

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