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BzzAgent™



FOR IMMEDIATE RELEASE

GroupM and BzzAgent Team to Bring Word of Mouth to United Kingdom

UK Advertisers Engaging Consumers in Marketing Programs

(LONDON and BOSTON) MARCH 27, 2007 – GroupM UK, the world's leading full-service media investment management operation, and BzzAgent, a network comprised of more than 250,000 consumer volunteers in North America, today announced that they have partnered to offer word-of-mouth (WOM) marketing programs to clients of GroupM UK. The non-exclusive partnership preserves BzzAgent's independence as a WOM media channel in the UK, while positioning WPP's GroupM at the forefront of the UK's burgeoning WOM industry. The deal allows GroupM's agencies to become the first in the UK to plan, execute and measure innovative WOM campaigns for its clients.

BzzAgent is a pioneer of WOM marketing in the US. The company is the advertising industry's first and best known WOM media network. Its Agent community has sampled and discussed products from nearly 200 of the world's most recognized brands. Together with GroupM, the companies will launch several WOM campaigns in the UK beginning in April on behalf of several global blue chip companies. These campaigns will be implemented in conjunction with GroupM media agencies MediaCom, Mediaedge:cia, MindShare and BJK&E.

According to Stephen Allan, CEO of GroupM UK, "Our partnership with BzzAgent is the latest example of the convergence of content creation and distribution. The rise of social media, including word of mouth, creates new opportunities for our agencies to add tremendous value for their clients."

Word-of-mouth marketing, the practice of inviting everyday consumers to experience products and discuss them freely with friends, has quickly become pervasive in North America. As a result of a

rising demand for mixed media marketing coupled with an increased desire from consumers to get more involved with brands, BzzAgent CEO Dave Balter believes the UK market is primed to boom in the coming months. “Over the past several months thousands of British consumers have joined our Agent network, despite the fact that we had yet to launch in the UK,” said Balter. “The very idea that the public is volunteering to participate in marketing campaigns marks a sea change in the advertising industry. Few companies are better positioned to apply this shift to their client services offerings than GroupM.”

In accordance with the partnership, BzzAgent will continue to build and manage a community of UK consumers and help guide campaign strategy, while GroupM's agencies will integrate the campaigns into a larger media mix. The companies expect to announce additional word-of-mouth campaigns throughout the year.

About GroupM

GroupM is the leading global media investment management operation. It serves as the parent company to WPP media agencies including MAXUS, MediaCom, Mediaedge:cia and MindShare.

Our primary purpose is to maximise the performance of WPP's media communications agencies on behalf of our clients, our shareholders and our people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions.

The focus of GroupM is the intelligent application of physical and intellectual scale to benefit trading, innovation, and new communication services, to bring unfair competitive advantage to our clients and our companies.

About BzzAgent

BzzAgent, Inc. is a 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 more than 250,000 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, visit www.bzzagent.com.

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