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BzzAgent[™]



FOR IMMEDIATE RELEASE

BzzAgent Installs Senior Executive Team

*Four New VPs to Steer Word-of-Mouth Marketing from
Professional Service to Media Channel*

(Boston, MA) October 16, 2006 – BzzAgent, Inc., the industry's fastest growing word-of-mouth marketing and media firm, has completed its senior management team with the appointment of four new executives: Michael Bird, senior vice president of sales; Art Muldoon, senior vice president of client services; John Bigay, vice president of marketing and Malcolm Faulds, vice president of media services. Each hire brings extensive media experience to BzzAgent, positioning the company to execute against its stated plan of creating the advertising industry's first word-of-mouth media channel.

According to BzzAgent founder and CEO Dave Balter, "It is BzzAgent's singular goal to provide advertisers with the world's first word-of-mouth media channel – a global network of hand-raising consumers eager to experience and honestly discuss brand-supplied products. Our new senior management team will make this vision a reality."

Michael Bird, senior vice president of sales, comes to BzzAgent with nearly 20 years experience in media, six of which were with CNET Networks where he created and led international media network sales as the vice president of global solutions and was the vice president of sales for CNET's Business Media Network. He will oversee the company's entire sales and business development operation. Bird spent 13 years in various roles at Ziff Davis Publishing where he lead various corporate network sales teams and managed many of the company's largest business relationships, including IBM and AOL.

Art Muldoon, senior vice president of client services, comes to BzzAgent from Avenue A | Razorfish, the largest independent interactive marketing services firm and an operating unit of aQuantive, Inc. As general manager and vice president, client services in New York City, he was responsible for large-scale client relationships across multiple industries and managed the agency's rapid growth over the past three-plus years. At BzzAgent, Muldoon will oversee the design and implementation of all BzzAgent word-of-mouth programs, relationships with partner advertising agencies and the development of future media channel services. Muldoon has more than 10 years digital media experience, including serving as a strategy consultant for PriceWaterhouseCoopers' media and entertainment practice and also developing and launching two online media businesses for Corbis.

John Bigay, vice president of marketing, has 17 years of experience in the media and entertainment industries. He is in charge of leading BzzAgent's analytics, branding and public relations teams. Before joining BzzAgent, he was the vice president of marketing for Gannett's Captivate Network where he directed the media company's marketing efforts. Bigay also oversaw the company's on-air programming, which included content partnerships with major media brands such as NBC, CNN, Discovery Channel, Washington Post, The New York Times, and Conde Nast. Bigay previously held various marketing positions with PRI's Public Interactive, Atmosphere Entertainment, Universal Music, MCA Records and Geffen Records.

Malcolm Faulds, vice president of media services, will apply his extensive interactive media experience to helping BzzAgent develop partnerships with leading advertising firms. Specifically, Faulds will help advertising, marketing and public relations firms run word-of-mouth marketing programs for their clients on the BzzAgent network. Before BzzAgent, Faulds was the director of eMarketing for Valassis (formerly PreVision), where he formed partnerships with advertising agencies and developed analytically driven online marketing programs. He worked with well-known brands including Symantec and Aetna while serving as group account director at Euro RSCG 4D and Proctor and Gamble's Millstone and Tampax brands and Rockport Shoes as account supervisor at THINK New Ideas. Faulds was also a brand manager at Yoyodyne.

"The advertising industry is undergoing a major transformation. What blogs were to 'citizen journalism' word of mouth, social networking and online communities are to 'citizen marketing,'" added Balter. "We are on the verge of a sea change: the emergence of measurable 'people networks.'"

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 growing community of more than 200,000 trained, volunteer brand evangelists or by way of their own client-branded word-of-mouth networks that are customized, hosted and built by BzzAgent. In four years, BzzAgent community members have engaged in more than eight million product-related conversations. For more information, visit www.bzzagent.com.

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