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BzzAgent™



FOR IMMEDIATE RELEASE

BzzAgent Launches Net Promoter™ Blog

“Net Promoter In Action” a Resource for Marketers and Advertisers

(Boston, MA) January 24, 2007 – BzzAgent, Inc., the first word-of-mouth media network, today announced Net Promoter™ In Action (netpromoter.bzzagent.com), a new blog that highlights real world techniques companies have employed to understand and improve their Net Promoter Scores (NPS). The data-driven blog will aggregate content from word-of-mouth campaigns conducted by BzzAgent for more than 100 major brands.

NPS was pioneered by consultant Fred Reichheld in his best selling book, *The Ultimate Question* (Harvard Business School Press). The metric correlates consumer advocacy to bottom-line revenue growth, making it an ideal standard against which to measure word-of-mouth marketing programs. “Net Promoter is all about converting satisfied customers into brand advocates,” said Dave Balter, founder and CEO of BzzAgent, “and there is no more persuasive form of marketing than honest word of mouth.”

In 2004, BzzAgent became one of the first companies to track and influence NPS, and since that time it has measured the score in more than 150 word-of-mouth programs. BzzAgent has contributed to a 79-point average lift in its clients’ NPS within the Agent network, and the median score at the close of the company’s word-of-mouth programs is more 130 percent higher than the national median.

Balter added, “The beauty of the Net Promoter metric is that it is as straightforward as it is valuable. The challenge for many brands is how to apply these simple concepts to their businesses. Converting satisfied customers into brand advocates can be a complex process. This blog aims to simplify it.”

BzzAgent's award winning analytics department will publish several posts per week, each concentrating on how a different brand engaged its consumer base to affect its NPS. The blog went live today with several catalogued posts, covering topics including word-of-mouth advocacy and commodities, engaging promoters, and addressing detractors.

About BzzAgent, Inc.

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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