



For Distribution

BzzAgent Announces Industry's Only Word-of-Mouth Media Channel

Arnold First to Leverage New Medium

(BOSTON, MA) February 13, 2006 - BzzAgent, Inc., the industry's fastest growing word-of-mouth marketing and media firm, today announced it has launched the industry's first word-of-mouth media channel. The BzzAgent media channel enables advertising, marketing and public relations firms to purchase access to BzzAgent's growing community of more than 130,000 consumer volunteers just as they would buy time on a broadcast network or space in a publication.

"Our dedicated 'agents' are eager to join more word-of-mouth campaigns," said Dave Balter, founder and CEO of BzzAgent, Inc. "Allowing agencies to run campaigns on our system will help us accomplish our goal of making participation in the BzzAgent community a very satisfying consumer experience."

Arnold will become the first advertising firm to implement a word-of-mouth campaign on the BzzAgent media channel when it launches a comprehensive product sampling campaign for Hershey Foods in March of this year. The revolutionary promotion will integrate broadcast, online and word-of-mouth media to empower Hershey's valued customers to share their experiences with fellow consumers and the brand itself.

The new service allows members of the company's Agency Partner Program to implement word-of-mouth campaigns for their clients' products and services on the BzzAgent network. Partner agencies maintain significant control over campaign strategy, creative and messaging with BzzAgent supplying the technology platform to implement, manage and measure the campaign. All media channel campaigns will adhere to the same rigorous ethical standards as programs BzzAgent develops directly for clients.

According to Balter, "Members of our Agency Partner Program clearly understand that companies must consider alternative means to reach their consumers. Our agency partners share our vision for word-of-mouth becoming an integrated component of an effective media mix. To that end, Arnold has been instrumental in helping us realize the value of developing a word-of-mouth media channel."

According to Jamie Tedford, senior vice president of marketing and media innovation for Arnold, "Arnold's longstanding relationship with BzzAgent has culminated in our becoming a charter member of their Agency Partner Program. This program will allow us to provide a service to our clients that few firms can match. Not only can we offer our clients access to real world consumer conversations, but we can also integrate these honest discussions into our overall brand strategy."



A second member of the Agency Partner Program is Starcom MediaVest Group's Reverb division, a word-of-mouth brand communications practice that helped its parent firm earn OMMA's 2005 Interactive Agency of the Year Award. BzzAgent and Reverb plan to announce joint campaigns in the coming months.

Slotting fees for access to BzzAgent's word-of-mouth network are based on the number of consumer volunteers engaged in the campaign. Premium services, such as creative, production and client services are also available. Currently, the BzzAgent word-of-mouth media channel is accessible only by Agency Partner Program members. Information on becoming a BzzAgent agency partner is available at www.bzzagent.com.

About Arnold

Arnold is one of the most highly awarded agencies in the world, with a client roster that includes well-recognized brands like American Legacy Foundation's truth®, Royal Caribbean, Vonage, RadioShack, Hershey's and Jack Daniel's. It has received the Grand Prix at the International Festival in Cannes, top honors at the International ANDY Awards, and been a consistent annual winner of Clios, EFFIEs, Obies and One Show awards.

Arnold is the headquarters of Arnold Worldwide Partners, a global network owned by Havas (Nasdaq: HAVS, Euronext Paris: HAV.PA). Globally, Arnold Worldwide Partners consists of 13 offices in 7 countries. Arnold represents one of the lead agencies in the system, with four fully integrated service offices in the U.S.: the Boston headquarters, New York, Washington D.C. and St. Louis as well as five additional service offices.

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 community of 130,000 trained, volunteer brand evangelists or by way of their own client-branded word-of-mouth networks that are customized, hosted and built by BzzAgent.

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