



FOR IMMEDIATE RELEASE

**Interpublic and BzzAgent Form Strategic Partnership
To Deliver Word-of-Mouth Media Campaigns**

Agreement Provides Preferred Partner Status for Interpublic Agencies and Clients

NEW YORK, NY – October 23, 2007 – Interpublic (NYSE: IPG) announced today that it has entered into a strategic partnership with BzzAgent, Inc., an international word-of-mouth media network, to facilitate the development and execution of word-of-mouth campaigns for its agencies' clients.

BzzAgent allows brands to activate, manage and measure product-related conversations triggered by its network of 320,000 trained consumer volunteers, called Agents. The agreement, which covers the United States, provides Interpublic with preferred pricing and preference for campaign timing and Agent selection. In turn, BzzAgent benefits by having many of the world's most recognized agencies develop word-of-mouth programs specifically for its network.

The companies will also develop joint research to provide proprietary word-of-mouth marketing insights to Interpublic's clients and agencies. BzzAgent has begun working with Interpublic's Draftfcb, Hill Holliday and Universal McCann on word-of-mouth marketing campaigns for key clients.

"The relationship with BzzAgent furthers Interpublic's plans to provide leading edge emerging media resources for its agencies through strategic investments, alliances and partnerships," said Bant Breen, president, Interpublic's Futures Marketing Group.

"BzzAgent is an exciting partner for us, offering our clients and agencies new tools to influence and participate in the conversation with customers."

"We're truly excited by the partnership with Interpublic and its forward-thinking agencies. Together we will create widespread expertise in word-of-mouth marketing and fill the growing demand for integrated word-of-mouth programs," said Dave Balter, CEO and founder of BzzAgent.

Interpublic's Emerging Media Lab will manage the corporate relationship, serving as a liaison between the agency, client and BzzAgent.

About Interpublic

Interpublic is one of the world's leading organizations of advertising agencies and marketing services companies. Major global brands include Draftfcb, FutureBrand, GolinHarris International, Initiative, Jack Morton Worldwide, Lowe Worldwide, MAGNA Global, McCann Erickson, Momentum, MRM Worldwide, Octagon, Universal McCann and Weber Shandwick. Leading domestic brands include Campbell-Ewald, Carmichael Lynch, Deutsch, Hill Holliday, Mullen and The Martin Agency. For more information, please visit www.interpublic.com.

About BzzAgent

BzzAgent, Inc. is an international 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 300,000 trained consumer volunteers. In 2006 alone, BzzAgent participants spread honest word of mouth to more than 25 million friends and family members. For more information, on the company visit www.bzzagent.com or www.bzzagent.co.uk.

#

Contact Information

Philippe Krakowsky
(212) 704-1328

Jerry Leshne
(Analysts, Investors)
(212) 704-1439

Joe Chernov
(BzzAgent, Inc.)
(617) 451-2280