

## **BzzAgent Selects SHIFT Communications as Agency of Record**

**WATERTOWN, Mass. – May 15, 2006** – Word-of-mouth marketing and media firm, BzzAgent, Inc., has selected SHIFT Communications, a national, independent public relations firm, as its agency of record.

“SHIFT’s demonstrated knowledge and enthusiasm for word-of-mouth marketing made them the ideal partner to help us extend our message,” stated Joe Chernov, BzzAgent’s director of public relations. “We were thoroughly impressed with the firm’s creative ideas for future programs, innovative account service structure and commitment to our business.”

SHIFT will help promote BzzAgent’s evolution to a word-of-mouth media model, its Canadian expansion, and the company’s innovative initiatives, such as the “10 Days of BzzAgent: the Minkin Art Project” blog (<http://10days.bzzagent.com/>).

“Word-of-mouth is making a serious impact on how companies market and communicate with consumers. BzzAgent is right in the middle of this radical marketing shift, and has earned its position as the industry’s fastest growing word-of-mouth firm,” said Todd Defren, a SHIFT principal. “As BzzAgent’s agency of record, we’re excited to help further educate the market about the effectiveness of BzzAgent’s campaigns and the role of open and honest word-of-mouth.”

BzzAgent joins a growing list of more than 70 clients on SHIFT’s roster, including a range of exciting consumer technology companies.

### **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 the 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 170,000 trained, volunteer brand evangelists or by way of their own client-branded word-of-mouth networks that are customized, hosted and built by BzzAgent. For more information, visit [www.bzzagent.com](http://www.bzzagent.com).

### **About SHIFT Communications**

SHIFT Communications’ high performance public relations and marketing communications services bolster clients’ marketplace reputation and produce measurable results that directly lead to increased revenues. The independent agency works with both new and established companies competing in a variety of technology, business-to-business and consumer markets. SHIFT Communications’ offices are located in the Boston, Mass., and San Francisco, Calif. metros. For more information, visit [www.shiftcomm.com](http://www.shiftcomm.com).

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