

For more information contact:
Emily Brady or Anna Jarrard
650.692.6107 or 510.521.4830
emily@bradypr.com or anna@bradypr.com

Bazaarvoice Integrates “The Ultimate Question™” Into Its Customer Ratings & Reviews Solution

*Brands Can Now Ask Every Reviewer “Would You Recommend This Company to a Friend?”
To Measure Performance Through Their Customers’ Eyes*

Austin, Texas – March 27, 2006 – Bazaarvoice, an innovator in helping brands use online word of mouth to build their businesses, today introduced Net Promoter, a new feature designed to extend the strategic impact of on-site ratings and reviews for customer-centric organizations. Immediately available free of charge to clients, Net Promoter allows Bazaarvoice clients to easily ask every reviewer The Ultimate Question™: “Would you recommend this company to a friend?” Responses are collected and analyzed by Bazaarvoice alongside review data, giving brands precise insight into the satisfaction levels of their most influential online customers.

The Net Promoter concept was developed by loyalty expert Frederick Reichheld, Bain & Company and Dr. Laura Brooks of Satmetrix and is already part of the core business strategies of leading-edge organizations. Bazaarvoice is the first to integrate the Net Promoter discipline into an online rating and review platform.

“Net Promoter gives our clients another dimension to understand, analyze, and improve customer satisfaction and word of mouth,” says Brett Hurt, founder and CEO of Bazaarvoice. “Our clients can now quickly understand and respond to opinions about their brand to drive top-line profitable growth.”

Net Promoter allows companies to identify “promoters” and “detractors” and produces a clear measure of an organization through its customers eyes. For the first time, brands can understand their most influential online customers and immediately respond quickly to their needs and desires to boost business growth. Bazaarvoice calculates a client’s Net Promoter score (the percentage of promoters minus the percentage of detractors) to provide the single most reliable indicator of a company’s ability to grow.

“Customer centricity is the key engine of profit growth in the new millennium, and organizations must put customers at the center of their businesses in order to remain competitive,” says Phil Terry, CEO of customer experience consultancy Creative Good. “I applaud any company, including Bazaarvoice, that offers solutions aimed at making it easy for brands to listen and learn from their customers.”

About Bazaarvoice

Based in Austin, Texas, Bazaarvoice offers outsourced technology, community management services, analytics, and syndication to encourage and harness word of mouth marketing, and bring it closer to a company’s brand and customer experience. The company’s flagship hosted and fully managed customer ratings and review service allows businesses to enable, encourage, and analyze customer ratings and reviews on their website. With Bazaarvoice, companies can empower their customers to share honest opinions and influence each other to make more informed and rewarding purchase decisions. Clients like CompUSA, Golfsmith, and PETCO benefit from a credible and reliable customer-to-customer community, without having to delve into complex IT work or the laborious process of community management. For more information, please visit the company’s website at www.bazaarvoice.com or email info@bazaarvoice.com.

###