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iGoDigital Joins Bazaarvoice Radius to Help Marketers Execute Integrated Social Commerce Strategies

Integration of iGoDigital and Bazaarvoice extends the reach of user-generated content to increase customer engagement and drive more sales

Indianapolis, Ind. and Austin, Texas (June XX, 2008) – [iGoDigital](#), a leading provider of personalized product recommendation software for retailers, today announced that it has joined Bazaarvoice Radius, the industry’s premier social commerce ecosystem. Bazaarvoice Radius, which launches in May at www.bazaarvoice.com/radius, provides marketers with an industry-first resource to maximize the impact of their investments in user-generated content and social commerce. Through the innovative Radius program, iGoDigital now offers marketers an integrated social commerce tool that combines iGoDigital’s unique product recommendation software with Bazaarvoice to deliver consumers the farthest-reaching collection of consumer reviews.

“Customer-to-customer conversations and user-generated content are top of mind for marketers – in fact 9 out of 10 marketers plan to add Web 2.0 capabilities this year,” said Brett Hurt, founder and CEO of Bazaarvoice. “The integration between Bazaarvoice’s social commerce platform and iGoDigital provides marketers with a powerful new way to extend the value of their user-generated content to engage more customers and ultimately drive more sales.”

Most retailers are selling hundreds, if not thousands, of products in any given category with little to no information available to the consumer on why a particular product it sells would be ideal for their specific needs. iGoDigital’s personalized product recommendation software uses multiple sources of customer and product information, including direct customer input, to provide consumers with a personalized list of products that are a perfect fit for their needs, thus increasing sales conversion and customer satisfaction.

Bazaarvoice Ratings & Reviews brings customer reviews directly to retailer’s product pages, allowing customers to hear from people like them while they’re making buying decisions. iGoDigital’s personalized product recommendation software is used by retailers to help consumers find a product that best matches

their lifestyles, interests and needs. The combination of these tools allows retailers to have both of these great resources available to them in one place.

"Consumer reviews and personalized product recommendations are two of the most sought-after tools in ecommerce right now. Retailers understand that in order to be seen as a trusted advisor, they need to provide consumers with the unbiased information they seek," said iGoDigital's founder and president, Eric Tobias. "Bazaarvoice is the leading provider of user-generated reviews, and we couldn't be more pleased about this partnership."

As a participating member of Radius, iGoDigital has access to the ideas, technologies, and tools needed to integrate social components into their existing offerings. In turn, marketers considering user-generated content can use Radius to quickly understand how to leverage their existing investment in iGoDigital to maximize returns. Qualified partners gain immediate access to XML datafeeds, web services APIs, and implementation support from the Bazaarvoice team. The program also helps partners market their Bazaarvoice Radius integrations through the Bazaarvoice web site, webinars, and case studies.

For more information about iGoDigital's product recommendation software, visit www.igodigital.com. For more information about Bazaarvoice Radius, visit www.bazaarvoice.com/radius.

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About iGoDigital

iGoDigital provides personalized product recommendation software which helps retailers and manufacturers increase sales, optimize conversion rates, and strengthen customer relationships. iGoDigital drives key business metrics like customer acquisition, sales conversion, ARPU, and customer retention by personalizing products and content in the multi-channel environment, including online, catalog, in-store, and via call centers.

As the market leader, with over 25 million product recommendations delivered to date, iGoDigital helps some of the largest brands, including Wal-Mart, Best Buy, The Home Depot, Dell, Cisco, and Circuit City. Founded in 1999, iGoDigital is a privately held company based in Indianapolis, Indiana. For more information, please visit the company's Web site at www.igodigital.com or email email@igodigital.com.

About Bazaarvoice

Bazaarvoice offers outsourced technology, services, analytics, and expertise to help companies enhance the online shopping experience with social commerce applications that drive sales. Bazaarvoice Ratings & Reviews and Ask & Answer™ deliver immediate success by minimizing implementation risk and maximizing the strategic impact of user-generated review content through complete customization, deep integration, community management, advanced analytics, search engine optimization, and syndication across the Web and to offline channels.

Bazaarvoice was named to the 2007 Red Herring Global 100 and 2006 Red Herring Top 100 lists and received the 2006 ClickZ Marketing Innovation of the Year award. Bazaarvoice currently serves over 200 eCommerce leaders including Bass Pro Shops, Dell, Macy's, Office Depot, Inc., Overstock.com, PETCO, QVC, Sears, and ZipRealty. The company has headquarters in Austin, TX and offices in London, UK. For more information, please visit the company's Web site at www.bazaarvoice.com, read the blog at www.bazaarblog.com, or email info@bazaarvoice.com.