

For immediate release

BuzzNumbers, Australia's First Social Media Intelligence Company, Launches into the Market

- Rapid growth in social media demands tools to track online brand value -

Australia, 9th December, 2008 – BuzzNumbers, Australia's first social media intelligence company, launches into the global market offering innovative technology and services that enable clients to harness the business value of the internet. BuzzNumbers provides a full suite of Social Media Intelligence products that help companies track, report and measure the online media value and influence of their brand.

By delivering a comprehensive analysis of online audiences, BuzzNumbers enables companies to make informed decisions across all departments of the enterprise from marketing, public relations and advertising through to sales and product development.

According to an eMarketer.com report¹, User Generated Content (UGC) sites earned \$1 billion in advertising revenue in 2007 and this figure is expected to grow four-fold to \$4.3 billion by 2011.

With the enormous growth of social media and online advertising, marketers demand tools that improve efficiency and provide monitoring, reporting and insight delivery to their brand, said Nick Holmes a Court, CEO of BuzzNumbers.

"The power shift from media institutions to online consumer communities means marketing and advertising agencies need tools to demonstrate the value of online campaigns to their clients. BuzzNumbers addresses this need by offering clients comprehensive insight into online conversations surrounding their brand. BuzzNumbers' unique technology enables clients to measure the dollar value of online publicity against advertising rates."

Delivered as a web-based service, BuzzNumbers offers direct to market sales, reseller and agency white label solutions. BuzzNumbers currently services over 50 active and trial clients in Australia, New Zealand, Japan, USA and the UK. This includes a range of global advertising agencies that partner with large consumer brands, blue chip companies and Fortune 500 global technology enterprises.

About BuzzNumbers

BuzzNumbers is Australia's first social media intelligence company. Delivered as a web-based service, BuzzNumbers enables clients to track, report and measure online consumer conversations and online media value of their brand. BuzzNumbers offers rich analysis of online conversations to help clients make informed business decisions.

For more information on BuzzNumbers, visit <http://www.BuzzNumbers.com.au>

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¹ eMarketer.com, 2007, User-Generated Content: Will Web 2.0 Pay Its Way?