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PRESS CONTACT

Andy Sernovitz, CEO  
Word of Mouth Marketing Association  
312-335-0035  
editor@womma.org  
<http://www.womma.org>

WORD OF MOUTH MARKETING ASSOCIATION ANNOUNCES FIRST ELECTED BOARD OF DIRECTORS

CHICAGO, May 25, 2006 -- The Word of Mouth Marketing Association (WOMMA) is pleased to announce the members of its first elected Board of Directors.

This new Board represents the wide diversity of companies that have embraced the consumer-driven power of word of mouth marketing. Major brands, marketers, agencies, researchers, word of mouth specialty firms, and top experts have joined together to lead the fastest growing segment of the marketing world.

WOMMA is an amazing success story, thanks to the hard work of its members. No other organization has grown as quickly or made such an impact on the world of marketing in such a short time.

The association's growth parallels the accelerated growth of the entire word of mouth marketing industry. According to eMarketer, nearly half (43%) of marketers plan to use a WOM strategy in 2006. A study from McKinsey reported that two-thirds of all US economic activity is influenced by shared opinions about products, brands, or services.

"We are grateful for the support of these leaders, and the hundreds of companies that have joined WOMMA," said WOMMA CEO Andy Sernovitz. "Their expertise and dedication ensure that WOMMA continues as the voice of ethical responsibility for the growing word of mouth industry."

WOMMA's new Directors are:

- \* Idil Cakim, Director, Burson-Marsteller
- \* Laurent Flores, CEO, crmmatrix
- \* Jackie Huba, Author, Church of the Customer
- \* Ed Keller, CEO, The Keller Fay Group
- \* Virginia Miracle, Director of Word of Mouth Marketing, Brains on Fire
- \* Ann Moravick, President & CEO, Rowland Communications Worldwide
- \* Rick Murray, President, me2revolution, Edelman
- \* Paul Rand, Partner, Global Chief Development and Innovation Officer, Ketchum
- \* Jim Nail, CMO, Cymfony
- \* Gary Spangler, E-Business Leader, Electronics and Communications Platform, DuPont
- \* Jamie Tedford, SVP, Media and Marketing Innovation, Arnold Worldwide
- \* Scott Wilder, Group Manager, Intuit
- \* Michael Wiley, Director, New Media, GM
- \* Dave Balter, CEO, BzzAgent
- \* Pete Blackshaw, CMO, Nielsen BuzzMetrics

About WOMMA

WOMMA is the official trade association for the word of mouth marketing industry. Its members are committed to building a prosperous word of mouth marketing profession based on best practices, measurable ROI, and ethical leadership. The association has nearly 300 corporate members. Learn about WOMMA at <http://www.womma.org>.

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