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Bazaarvoice Appoints Ali Wing to Board of Directors

AUSTIN, Texas, June 01, 2017 (GLOBE NEWSWIRE) -- Bazaarvoice, Inc. (Nasdaq:BV), the provider of consumer-generated content (CGC), advertising, and personalization solutions, today announced the appointment of Ali Wing, former chief marketing officer and executive vice president of digital channels at Maurices Incorporated to the company's board of directors.

"Ali brings extensive experience and knowledge of digital marketing, omnichannel retail and customer insights to our board of directors," said Gene Austin, CEO and president of Bazaarvoice. "Her perspective and guidance will be a tremendous asset to our business."

"Bazaarvoice has helped bring the voice of the customer to online shopping for over a decade," said Wing. "The company's technology has been an instrumental part of retailers' e-commerce strategies and Bazaarvoice has earned their spot at the table by being best-of-breed in client services in addition to delivering an easy-to-use and flexible technical solution. I'm honored to join the Bazaarvoice board to help the company continue connecting businesses to consumers."

Ali Wing served as the chief marketing officer and executive vice president of digital channels at Maurices Incorporated (a division of Ascena Retail) from August 2014 through May 2017. At Maurices, Wing launched the company's first multi-tender loyalty program, developed the company's first customer insights data production platform, and launched their enterprise-wide e-commerce platform. Prior to joining Maurices in 2014, Wing was the CEO and founder of giggle, Inc., a multichannel retailer, wholesaler and licensor of baby products. Over the ten years she served at giggle, she built the company into a leading brand in juvenile products.

Wing joins current members of the Bazaarvoice Board of Directors, including Gene Austin; Chairman Thomas J. Meredith; Steve H. Berkowitz; Krista Berry; Sydney Carey; Jeffrey Hawn; and Jared Kopf.

About Bazaarvoice

Bazaarvoice helps brands and retailers find and reach consumers, and win them with the content they trust. Each month in the Bazaarvoice Network, more than one-half billion consumers view and share authentic consumer-generated content (CGC), including ratings and reviews as well as curated visual content, across 5,000 brand and retail websites. This visibility into shopper behavior allows Bazaarvoice to capture unique first-party data and insights that enable our targeted advertising and personalization solutions.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices across North America and Europe. For more information, visit www.bazaarvoice.com.

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