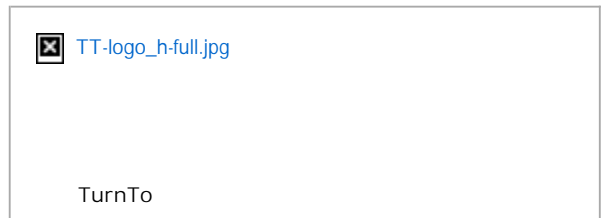


## Bazaarvoice and TurnTo Form Partnership to Bring More Consumer-Generated Content to Retailers

### Agreement provides brands using TurnTo ratings and reviews the ability to syndicate ratings and reviews content into the Bazaarvoice Retailer Network

AUSTIN, Texas and NEW YORK, March 27, 2017 (GLOBE NEWSWIRE) -- Bazaarvoice, Inc. (Nasdaq:BV) and TurnTo Networks announced today they have reached an agreement to offer TurnTo's brand clients the opportunity to syndicate their ratings and reviews into the Bazaarvoice Retailer Network. The partnership, which is effective immediately, expands Bazaarvoice's ability to import quality, authentic consumer-generated content (CGC) for its retail clients, while providing TurnTo an additional syndication solution for its brands.

Through the agreement, brands who use TurnTo's solutions for collecting ratings and reviews can further enhance content distribution via the Bazaarvoice Retailer Network by entering into a separate agreement with Bazaarvoice for syndication. The participating brands' content will go through Bazaarvoice's rigorous authenticity and moderation processes to ensure high quality content that consumers can trust.



"We are committed to opening our Network to enable sharing of CGC between brands and retailers," said Gene Austin, CEO of Bazaarvoice. "By partnering with TurnTo, we are able to provide even more CGC for our retailers, increasing the content coverage across their sites to ensure a positive and productive shopper experience."

"This partnership is a strong solution for brands that rely on TurnTo's advanced CGC suite and want to further syndicate their ratings and reviews through Bazaarvoice's Network," said George Eberstadt, CEO of TurnTo. "It's gratifying to work with another industry leader to develop enhanced ways for brands everywhere to reap greater value and more fully leverage their CGC."

The Bazaarvoice Network, which is one of the largest networks of shoppers, brands and retailers in the world, includes over 5,000 retail and brand websites across North America and Europe. Those sites feature more than 125 million consumer products and 300 million product and service offerings. Recently, the Bazaarvoice Network reached a milestone with more than 100 billion pieces of consumer-generated content served across Bazaarvoice's clients' sites and syndicated to thousands of retail sites. Each month, more than 750 million shopper devices view and share authentic opinions, questions and experiences about tens of millions of products in the Bazaarvoice Network.

TurnTo is one of the fastest-growing providers of customer content solutions to top merchants and brands. Its field-proven platform delivers unmatched capabilities and enjoys the industry's highest customer satisfaction. It offers a suite of four advanced products to help retailers increase customer engagement, including: Ratings and Reviews, Community Q&A, Visual Reviews and Checkout Comments. TurnTo's Ratings and Reviews enables customers to collect more reviews and reap the greatest value possible. The enterprise grade solution features optimized collection, best-practice search engine optimization, seamless profile integration, modernized moderation, easy-to-use, powerful analytics and more.

#### About TurnTo Networks

TurnTo is one of the fastest-growing providers of customer content solutions to top merchants and brands. With a unique suite of four innovative products that work beautifully together - Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments - TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights. That's why eCommerce leaders like Saks Fifth Avenue, Newegg, Sur La Table, and GNC, and brands like Cole Haan, Jockey, and Clarins rely on TurnTo for their customer-voice programs.

#### 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 fuel 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](http://www.bazaarvoice.com).

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Source: Bazaarvoice, Inc.; TurnTo Networks

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