



For Immediate Release

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Brickfish Wins 2009 OMMA Award for Best Viral Campaign

Brickfish Powered "Design a Coach Tote" Social Media Campaign Receives Top Honors

SAN DIEGO, Calif (September 29, 2009) - [Brickfish®](#), The Social Media Solution™, today announced that it has received the 2009 OMMA Award for Online Advertising Creativity in the Viral Campaigns Category executed for its client Coach, the classic American design house. The OMMA Awards celebrate the year's most innovative and impressive online advertising campaigns and Web sites. In addition to receiving the OMMA Award for Coach's "[Design a Coach Tote](#)" campaign, Brickfish was also a finalist for its work with Lippe Taylor, a prestigious consumer and health care communications agency, and its client, David's Bridal, on the "[One Love](#)" campaign. The announcement of the winners was made at the OMMA Awards, the Interactive industry's most prestigious award show, on September 21st during OMMA Global in New York.

"Receiving the OMMA Award for Best Viral Campaign is a testament to the viral social media platform we have built over the last four years," said Nichole Goodyear, Brickfish CEO and co-founder. "Since our inception, we have run over 350 viral social media campaigns on behalf of the top agencies and brands around the world, achieving more than 200 million consumer engagements. Our social media solution offers brands the ability to successfully engage their audience in brand focused and brand safe conversations where they are living on the social Web. We are thrilled to receive this recognition and will continue to pioneer connecting brands to consumers across the social media landscape while upholding the highest standards in online advertising excellence."

Brickfish programs enable brands to ignite the conversations consumers have within their social media networks by creating brand evangelism, passion in a peer-to-peer manner, and by optimizing the power of new media. With Brickfish, advertisers leverage the power of the social Web in an authentic and compelling way. Consumers create brand friendly UGC and share it within their social networks. Brickfish's patent-pending Viral Map™ and Geo View technologies provide detailed real-time data on a variety of viral activity across the Web and geographically. This strategic viral marketing platform generates extensive brand awareness, engagement, reach, and results--all of which are trackable, providing clients with both qualitative and quantitative data.

"The 'Design a Coach Tote' campaign was an exciting chance for us to partner with Brickfish and connect with our younger customers across the Internet," said Raina Penchansky, VP of Global Communications for Coach. "The creativity and innovation of the entries were amazing and we were delighted to have inspired so many fans of the brand to participate. We have since partnered with

Brickfish on yet another successful campaign tied to our new Poppy collection, and will continue to support them as innovators in the social media marketing space.”

For more information about Brickfish, please visit www.Brickfish.com/company.

About Brickfish®

Brickfish® is the award winning social media solution that successfully creates ongoing engagement and conversations with consumers using social media. Brickfish provides brands a platform that energizes viral sharing among consumers via the social Web. Consumers create brand friendly UGC and then virally share that content with their vast social networks through widgets, blogs, IM's, and more. All engagements are tracked with patent-pending Viral Map™ and Geo View technologies, which provide detailed, real-time data on reach, engagement, frequency, and viral activity across the entire Social Web and geographically. Brickfish has launched successful campaigns for Microsoft, MTV Networks, Nike, Victoria's Secret, Samsung, Coach, Givenchy, The North Face®, Estee Lauder, Qualcomm, and many, many more, generating over 200 million consumer engagements. Brickfish is a Red Herring Global 100 winner, an OMMA Award winner for Best Viral Campaign, and has been named a Best Practice in Social Media by the IAB.