



For Immediate Release

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Cleatskins™ Launches Brickfish® Campaign to Find Out “Who’s Got You Covered?”

Contest Asks Consumers to Share their Inspirational Heroes

SAN DIEGO, Calif. (July 28, 2009)—[Brickfish®](#), The Social Media Solution™, and Cleatskins™, makers of a revolutionary footwear accessory that transforms cleats into street shoes, today announced the “Who’s Got You Covered?” campaign. The campaign, located at <http://www.cleatskins.com/whohasyoucovered.html>, asks entrants to share their stories about people who inspire or support them. Entrants are then invited to upload photos of the individuals “who’ve got them covered,” and use the exclusive Brickfish Entry Editor to select sports templates and Cleatskins products to complete their designs. The grand prize winner, selected by Cleatskins from the top 200 highest scoring entries, will win \$750 cash or scholarship, a Cleatskins swag bag worth \$200, and will have his or her entry featured on [Cleatskins.com](#).

“We developed Cleatskins for active, sports-minded families, to keep them covered on and off the field,” said Marianne Kay, CEO and co-founder of Cleatskins. “The ‘Who’s Got You Covered’ campaign will enable us to drive awareness of our product and emphasize the importance of sportsmanship and teamwork. From inspirational coaches, supportive teammates, best friends or families, we look forward to hearing all the inspirational stories of how, like Cleatskins, they’ve got you covered.”

In addition to the grand prize winner, Cleatskins will also be giving away prizes to 10 runners-up, one most viral winner, and to five sign-up sweepstakes winners. The 10 runners-up, selected from the top 200 highest scoring entries, will each win a Cleatskins swag bag worth \$100. The most viral winner, selected from the top 200 most viral entries, will win \$500 cash or scholarship and a Cleatskins swag bag worth \$100. Five sign-up sweepstakes winners will be randomly selected at the end of the campaign to each receive a Cleatskins swag bag worth \$50.

Brickfish social media campaigns enable brands and agencies to launch online marketing campaigns that get consumers engaged in a meaningful brand dialogue throughout the social Web. Consumers create exciting, personalized, brand-focused user-generated content (UGC) and then virally share the campaign and its content with their vast social networks via widgets, IM, blogs, email and more. Campaign participants interact with the brand campaign in a variety of ways that include creating, reviewing, sharing, voting upon, and watching brand-relevant content. This powerful viral marketing vehicle generates extensive brand awareness, engagement, reach and results.

“The ‘Who’s Got You Covered?’ campaign is a great way for Cleatskins to connect with its consumers online,” said Nichole Goodyear, president/CEO and co-founder of Brickfish. “By asking consumers to share their inspirational stories, Cleatskins is starting conversations with them, building relationships and fostering brand loyalty. We are confident the ‘Who’s Got You Covered?’ campaign will produce massive brand awareness for the Cleatskins product.”

The “Who’s Got You Covered?” campaign ends September 3. For complete details, visit <http://www.cleatskins.com/whohasyoucovered.html>.
For more information about Brickfish, visit www.brickfish.com/company.

About Cleatskins

Launched in 2008, Cleatskins are a revolutionary accessory designed to slip over cleated shoes and quickly and conveniently take athletes from the field to the street. The revolutionary design is crafted from SKINTEK™ rubber, a revolutionary flexible formulation of compression molded rubber. Developed by former college athlete and father of three, Rick Kay, with his wife Marianne, this must-have footwear innovation is available in youth, kid and adult sizes and is designed to meet the needs of today's sports-minded families active in soccer, baseball, football, golf and other outdoor sports. Please visit www.Cleatskins.com for more information.

About Brickfish®

Brickfish®, The Social Media Solution™, enables brand advertisers to reach their target audience on the social Web through viral marketing campaigns that engage consumers in a meaningful brand dialogue. Consumers create exciting, personalized brand-focused user-generated content (UGC) and then virally share the campaign and their content with their vast social networks via widgets, blogs, IM, email, and hundreds more. Additional campaign participants interact with the brand by creating, reviewing, sharing, voting upon, and watching brand-relevant content. All of these brand engagements are tracked with patent-pending Viral Map™ and Geo View technologies, which provide detailed data on the reach, engagement, and viral activity of each campaign across the Web and geographically. Brickfish uses an exclusive Cost Per Engagement® (CPE®) model for pricing and measuring consumer participation in online advertising campaigns. Brickfish has launched successful campaigns for some of the world's premier brands, including Microsoft, Estée Lauder, Samsung, Victoria's Secret, Kodak, Nike, Coach, Givenchy, The North Face®, Intuit, Qualcomm, Estee Lauder and more.