



For Immediate Release

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Codemasters Launches a Second Brickfish Social Media Advertising Campaign Promoting its Racing Game GRID™

Leading Video Game Developer Asks Fans to Design Promotional Poster for its Critically Acclaimed Game

SAN DIEGO, Calif (June 12, 2008) - Brickfish™, the leader in social media advertising, and leading video game developer and publisher Codemasters, today announced the "Design a Poster for GRID™" campaign to promote the launch of their new blockbuster console and PC auto racing game. The campaign, located at <http://www.brickfish.com/Entertainment/GRID?tab=1>, invites anyone to design a poster that captures the intensity of a high-powered racing competition.

The grand prize-winning entry, selected by Codemasters, will be used to create game-themed wallpaper downloadable from the GRID game community site. The new campaign follows on the heels of Codemasters' last Brickfish campaign promoting its Turning Point™: *Fall of Liberty*® reality based shooter which also invited gamers to design a promotional poster for the alternate reality shooter game in which American Resistance fighters defend an America under Nazi rule. The campaign concluded with over 1.3 million brand engagements. The average poster design resulted in more than 2,000 engagements. Entries were posted on hundreds of Web sites, including Myspace, Facebook and LiveJournal.

"We were elated with the incredibly creative entries submitted for our first user-generated content campaign, and have seen the same amazing quality well into our second one," said Brad Schlachter, senior director of marketing at Codemasters. "Because GRID provides players with incredibly thrilling gameplay, we expect our fans will fully embrace the game in their own original designs. Gamers are a passionate audience which makes these campaigns a unique and powerful way to provide a deeper level of engagement with our brand."

Entrants will upload original poster designs to www.brickfish.com for viewing, sharing and voting. The grand prize winner, chosen by Codemasters from the top 100 entries, wins a \$1,000 scholarship and a GRID Special Edition game on the platform of their choice (Games for Windows®, PLAYSTATION®3 or XBOX 360® with a Nintendo DS® version to follow). In addition to the grand prize, the Codemasters expert panel will also give away prizes to the top two runners-up, for the most viral entry chosen from the top 50 most viral, and to one person who signs up at GRID.com.

Brands and agencies use Brickfish's platform to launch online advertising and marketing campaigns targeted at the social networking audience. The campaigns are designed to spark the creation of brand-focused User-Generated Content (UGC), such as blogs, images, video and audio. Brickfish's content sharing tools enable anyone to view and review submissions, vote on their favorites, and share them with friends and peers using email, Instant Message and postings on social networking sites. This powerful viral marketing vehicle generates unprecedented brand awareness and online and offline calls-to-action from lead generation to sales.

"The success of Codemasters' first campaign demonstrated how brands can leverage our platform, services and audience to embrace the power of social media advertising, increasing awareness and time spent with the brand," said Brian Dunn, CEO of Brickfish. "By continuing to engage with the social networks through multiple campaigns Codemasters is using an innovative way to reinforce its leadership in the gaming industry."

The "Design a Poster for GRID" campaign ends June 22. For more information about Brickfish, visit www.Brickfish.com.

About GRID

GRID is an all-new race experience, taking players on a world tour of intricately designed racetracks and courses across Europe, the US and Japan to compete in an exhilarating variety of racing events. Packed with the most powerful racecars ever created - new and classic, circuit and drift - GRID features the most detailed and destructible range of courses ever included in a Codemasters title, challenging gamers with a wide variety of racing styles - from official circuit challenges and drifting events to road races and urban street competitions. GRID is available for the Xbox 360, the PLAYSTATION 3 system, and Games for Windows with a Nintendo DS edition to follow and is rated "E" (Everyone) by the ESRB. For the latest on the game, including the latest videos, go to www.grid-game.com and sign up for driver briefings.

About Codemasters

Codemasters is a leading developer and publisher of best-selling interactive entertainment products for a global audience across multiple gaming platforms and channels. Established in 1986, the company's dominant brands include Colin McRae DiRT, Overlord, Clive Barker's Jericho, Race Driver GRID and Operation Flashpoint. Codemasters is headquartered in Warwickshire UK, with North American operations based in Universal City, Calif. The company also maintains operations in Germany, France, Spain, and Benelux. Codemasters receives over two million visitors to its web site every month, discover why at www.codemasters.com

About Brickfish

Brickfish™ is a social media advertising platform that taps into the power of consumer driven marketing on the Internet. Our patent-pending technologies provide brands and agencies with a single source solution to leverage the power of social media sites and user generated content for truly effective online marketing efforts that drive awareness, analytics and action. Clients use the Brickfish platform to launch online advertising and marketing campaigns that spark the creation of brand-focused UGC, such as blogs, images, video and audio. This content is virally shared from consumer to consumer via hundreds of social media sites, blogs, email, IM and more. Campaign participants generate meaningful brand dialogue by creating, reviewing, sharing, voting upon, and watching brand-relevant content. These interactions are tracked with our Viral Map™ technology, which then provides detailed analytics on campaign reach, performance and demographics. This viral, consumer driven marketing approach results in relevant and authentic brand interactions and has proven to be 5 to 10 times more effective than existing online advertising methods such as display ads and search marketing. Scores of brands

have hosted successful campaigns on the Brickfish platform, including Kodak, Intuit, Samsung, Qualcomm, ELLE, Universal, Givenchy, Aussie, and more.

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