



For Immediate Release

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## DKNY Fragrances and Brickfish Launch its First Ever Director Challenge

*Winning Video to be Featured on the DKNY Fragrances Web Site*

SAN DIEGO, Calif. (September 14, 2009) - DKNYMEN, the new men's fragrance, has teamed up with Brickfish, The Social Media Solution™, for the launch of its "DKNYMEN Director Challenge." The challenge, located at ([www.dknyfragrances.com/mens\\_contest/index.tmpl](http://www.dknyfragrances.com/mens_contest/index.tmpl)), asks entrants to produce Web spots for its new men's fragrance, DKNYMEN. Entrants are asked to use their skills to invent videos using the provided imagery and soundtracks or blend their own original soundtracks into pieces that best capture the essence of DKNYMEN. The Grand Prize video entry, selected by DKNY Fragrances from the top 100 highest scoring video entries, will have his or her video showcased on the DKNY Fragrances Web site ([www.dknyfragrances.com](http://www.dknyfragrances.com)). He or she will also receive a \$3,000 cash prize, a DKNY wardrobe and a one-year supply of the DKNYMEN fragrance collection.

"A true New Yorker, the DKNY man can't sit still. That's why he loves the city. It's unpredictable, full of stimuli and always on the move," says Diane Kim, Senior VP, Global Marketing, DKNY Fragrances. "DKNYMEN is a combination of soul and spirit, of sophistication and speed. Iconic as the city he loves. We want the DKNYMEN Web spots to reflect the energy, edge and mystery of the fragrance and what better way to do that than to have our consumers create it for us through this campaign."

In addition to the Grand Prize video winner, DKNY Fragrances will also be giving away prizes for the Grand Prize blog winner, ten Most Viral winners as well as Sign-up Sweepstakes and Participation Sweepstakes winners. The Grand Prize blog winner, selected from the top 100 Most Viral blog entries, will also be featured on the DKNY Fragrances Web site for being the most influential promoter of the selected DKNYMEN commercial and will win a \$1,000 cash prize, a one-year supply of DKNYMEN fragrance and a DKNY wardrobe. The 10 Most Viral winners, selected from the top 100 Most Viral entries, will also each receive a six-month supply of DKNYMEN fragrance and a DKNY accessory. Sign-up and Participation sweepstakes winners will be randomly selected to each receive a three month supply of DKNYMEN fragrance.

Brickfish social media campaigns enable brands and agencies to launch online marketing campaigns that get consumers engaged in a meaningful brand dialogue throughout the Web. 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, 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 ‘DKNYMEN Director Challenge’ is a great way for DKNY to unearth the raw talents of its consumers and to promote brand evangelism,” said Nichole Goodyear, president/CEO and co-founder of Brickfish. “By asking its consumers to produce new Web spots or to share their opinions on their current Web spots, DKNY will foster deeper relationships with their consumers through those interactions. We are confident the ‘DKNYMEN Director Challenge’ will create massive brand awareness for DKNY across the Internet.”

The “DKNYMEN Director Challenge” campaign launches on September 11 and ends October 22. For complete details, visit [www.dknyfrances.com/mens\\_contest/index.tmp](http://www.dknyfrances.com/mens_contest/index.tmp). For more information about Brickfish, visit [www.brickfish.com/company](http://www.brickfish.com/company).

### About DKNYMEN

DKNYMEN, the new men’s fragrance, is the perfect complement to the world of DKNY MEN: modern streetwear for the urban-minded man who dares to live his own style. Everything is smart, eclectic and versatile, designed to throw on in a New York minute. The palette is city-neutral, the proportions chic, the attitude pure NYC. Founded in 1989, DKNY was created by Donna Karan to be the streetside of her luxe Collection. Now this DKNY man with his creative, downtown sensibility has a scent that speaks to his city, his style, his life.

### 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.

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