



For Immediate Release

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Brickfish Teams with *Family Circle* Magazine to Launch Mother-Daughter Wardrobe Contest

*Grand Prize-Winning Duo will Win a New Wardrobe and Trip to
New York City for a Photo Shoot*

SAN DIEGO, Calif (August 4, 2008) - Brickfish™, the leader in social media advertising, has teamed up with *Family Circle* magazine and eBay, the world's largest online marketplace, to launch the "*Family Circle*-eBay Mother-Daughter Wardrobe Challenge." Launching in the September 2008 issue of *Family Circle* to the magazine's 21 million monthly readers, the contest asks mother-daughter teams to submit blogs or videos online at www.Brickfish.com/familycircle with descriptions about how they share clothing and the obstacles sharing a wardrobe presents. The grand prize winning team, chosen by eBay Style Director Constance White and *Family Circle* editors, will receive \$3,000 (\$1,500 for mother, \$1,500 for daughter) in a PayPal account to purchase a new shareable wardrobe on eBay. The winners will also receive a trip to New York City, where they'll get professional hair and makeup styling in preparation for a photo shoot to appear in an upcoming issue of *Family Circle*. See www.Brickfish.com/familycircle for complete rules.

"At *Family Circle*, we recognize that the bond between a mother and a daughter is unlike any other relationship, and we wanted to create a fun campaign celebrating that unique closeness," said Linda Moran Evans, beauty and fashion director at *Family Circle*. "We expect to see both humorous and endearing entries conveying the experience of sharing wardrobes. Whether it's one or two favorite pieces or an entire closet that the two of you swap, we want to hear about it."

In addition to the grand prize winner, eBay and *Family Circle* will also give away prizes for most viral and highest scoring entries. The most viral winners, chosen from the top 100 entries that were shared the most times across the Internet, will receive \$1,000 (\$500 for mother, \$500 for daughter) in a PayPal account to buy fashionable new wardrobes on eBay. Additionally, one of the top 100 highest scoring entries, based on user feedback, will also win \$1,000 (\$500 for mother, \$500 for daughter) in a PayPal account.

"Mothers and daughters have always known that borrowing each other's clothes is a great way to expand their wardrobes," said Constance White, eBay Style Director. "I'm looking forward to using my expertise to provide solutions to the grand prize winning team and help them choose a new shareable wardrobe from the huge selection of clothing, shoes and accessory items available on eBay."

Brands and agencies use the Brickfish 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 extensive brand awareness and online and offline calls-to-action from lead generation to sales.

"We're honored that two great brands will engage our audience with a campaign celebrating the special nature of the mother-daughter relationship. Women everywhere will get the chance to share their memorable experiences with thousands of others across hundreds of social networks," said Brickfish CEO Brian Dunn. "We are confident the fun and inspiring entries in this campaign will generate increased awareness for both eBay and *Family Circle* as premier destinations for today's woman."

The "*Family Circle*-eBay Mother-Daughter Wardrobe Challenge" ends September 19.

For more information about Brickfish, visit www.Brickfish.com.

About *Family Circle*

Published 15 times a year by Meredith Corporation, with a circulation of 3.8 million and 21 million readers, *Family Circle* is one of the most widely read monthly magazines in the world. *Family Circle* provides smart relevant advice, sensible solutions, and inspiration in a voice that encourages and celebrates success in its pages and online at www.familycircle.com. *Family Circle* has always been committed to women's issues and in 1973 became the first women's magazine to fully underwrite a professional women's sporting event, the Family Circle Cup, an annual women's tennis tournament held in April in Charleston, S.C., at Family Circle Magazine Stadium.

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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