



For Immediate Release

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## Smart Sex, Less Stress Are Keys to Great Health, Women Say

*EmpowHer.com Partners with Brickfish to Gather the Most Respected Medical Guidance from Women Everywhere*

SAN DIEGO, Calif. (May 27, 2008) - Women from across the country are making their voices heard on the best ways to care for their bodies, their minds and each other. Their tips? Practice safe sex, get those yearly exams and learn to manage stress.

Through EmpowHer.com, a national women's health Web site and Brickfish, a social media advertising platform, women are sharing their best health advice through the "The Gift of Giving" contest where the grand prize winner will receive a \$2,500 Tiffany and Co., gift card.

"Our 'Gift of Giving' campaign is the perfect way for women to exchange health information and learn from each other, which is what women already do intuitively," said Michelle King Robson, founder & CEO of EmpowHer.com. "That's why we are thrilled to see women propelling health advice virally across the Internet."

King Robson goes on to say that "Women are the CMO's of their family. They're the chief medical officers in charge of keeping their loved ones healthy and that's why EmpowHer.com is focused on tapping into the strength of women."

Thousands of women have already tapped into their willingness to share. So far, the contest has garnered more than 600,000 engagements, which includes entries, views, votes, and reviews.

In addition to the grand prize winner, one winner selected from the top 100 most viral entries, will win a \$1,000 gift card to Tiffany & Co. One winner, selected from all entrants who sign up on the EmpowHer.com site and creates a profile, will win a \$500 gift card to Tiffany & Co.

Brands and agencies use Brickfish's patent-pending platform to launch online advertising and marketing campaigns that spark the creation of brand-focused 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 through email, Instant Message and by posting on social networking sites, creating a powerful viral conversation that spans the Internet.

"Today people look to peers on the Internet before making many types of purchase decisions, and health care is no different," said Brian Dunn, CEO of Brickfish. "We are thrilled to partner with EmpowHer.com to facilitate those conversations in a highly viral and effective way, while boosting awareness of EmpowHer.com's unique women's healthcare hub."

To read more health advice or to share your own and enter for a chance to win, visit <http://www.brickfish.com/EmpowHer>. "The Gift of Giving" campaign ends June 4. For campaign rules and regulations, visit [www.brickfish.com/EmpowHer](http://www.brickfish.com/EmpowHer). For more information about Brickfish, visit [www.Brickfish.com](http://www.Brickfish.com)

#### About EmpowHer.com

EmpowHer.com is an ASK & SHARE women's online health community focused giving strong women the tools to transform their health and advocate for themselves. If a woman has a health question she'd like to ASK, EmpowHer will work to get her the answer right away. Plus, if a woman would like to SHARE what she's discovered, EmpowHer will make sure women in need have access to that valuable information.

COMING SOON! EmpowHer is in the process of creating the first video medical encyclopedia for women on the Internet.

#### 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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