



For Immediate Release

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The Limited Teams up with Brickfish® to offer Fashion Fans the Chance to Create Ultimate Outfits

Grand Prize Winner will Receive a \$2,000 Fashion Shopping Spree

SAN DIEGO, Calif. (November 17, 2008) - Brickfish®, the social media advertising network, and The Limited, the iconic fashion retailer, have teamed up to celebrate the launch of The Limited's new online store. Fashion fans everywhere are invited to create ensembles for the 'Create the Ultimate Outfit' campaign. The campaign, located at <http://www.thelimited.com/ultimateoutfit>, asks entrants to browse through The Limited's virtual closet and pull together looks that reflect their styles and personalities. The Limited will choose its favorite ultimate outfit, from the top 250 highest scoring entries, and fly the winner and a friend to Chicago, Dallas, or Miami to meet with a personal stylist from The Limited and jumpstart their wardrobes with a \$2,000 shopping spree.

"Not only is this campaign fun for the entrants, it gives us a look into the styles and trends consumers are attracted to," said Linda Heasley, CEO of The Limited. "This campaign is a great way to for us to consult our clients in a way that we haven't done before."

In addition to the grand prize winner, The Limited will be giving away prizes to one runner up, one most viral entry and ten sweepstakes winners. The runner-up, chosen from the 250 highest scoring entries, will win a \$500 online shopping spree. The most viral winner, chosen from the top 250 most viral entries, will win a \$1,000 online shopping spree. Ten winners who sign up for The Limited email list will be selected at random to receive a \$100 online shopping spree.

Brickfish social media campaigns enable brands and agencies to launch online marketing campaigns that get consumers engaged 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 email, blogs, instant messaging 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.

"Consumers really love the concept of the 'virtual dressing room', which is why we anticipate a high level of engagement in this campaign," said Nichole Goodyear, President/CEO and Co-founder of Brickfish. "Within the first 24 hours of the campaign, we had over 3,500 entries and over 200,000

engagements with The Limited brand. We can't wait to watch as these branded entries spread virally across Internet, building significant awareness for The Limited brand."

The 'Create the Ultimate Outfit' campaign ends December 19. For complete details, visit <http://www.brickfish.com/fashion/TheLimited>. For more information about Brickfish, visit www.brickfish.com/company.

About the Limited

Drawing on more than forty years of presence in American shopping centers, The Limited Stores is an iconic fashion retailer that offers high-quality, private-label apparel designed to help the modern woman succeed and about being all she can be, looking great every step of the way...It's about her personal success. The Limited serves contemporary women of all ages with the core group of shoppers in the 26 to 35-year old range. The brand has been a true leader in developing fashion-forward looks for woman. The Limited has secured a strong foothold in the market as a professional fashion provider with an outfitting philosophy called "The Business of SuitingSM". However, the design-driven, trend-right styles from The Limited are not restricted to suiting alone, but include sweaters, dresses, denim, outerwear, and accessories—to suit their customer's lifestyle demands, from workday to weekend. The Limited, an affiliated portfolio company of Sun Capital Partners, Inc., a leading private investment firm focused on leveraged buyouts, equity, debt, and other investments in market-leading companies, operates over 225 stores nationwide.

About Brickfish®

Brickfish®, a leading social media advertising network, 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 email, blogs, IM and hundreds of social networks. 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 more than 250 successful campaigns for some of the world's premier brands, including Kodak, Nike, Samsung, Coach, Givenchy, The North Face, Intuit, Qualcomm, and more.

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