



For Immediate Release

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Student Voices by MATT.org Launches Brickfish Campaign Asking Youth to Get Creative about Border Issues

Social Media Campaign Lets Entrants Illustrate Their Perspective on Immigration Reform

SAN DIEGO, Calif. (April 28, 2008) - Brickfish™, the social media advertising platform, and Student Voices by MATT.org, the online dialogue and action center for young people across the U.S. and Mexico, today announced the "Immigration Illustration" campaign located at <http://studentvoices.matt.org/english/campaign/immigration-illustration.html>. The campaign invites everyone to express their ideas and attitudes about immigration reform by creating an illustration, political cartoon, or a work of art. The campaign will run through July 17.

The grand prize winner will receive a \$500 scholarship or cash equivalent and a KODAK EASYSHARE 5300 All-in-One printer. In addition to choosing the grand prize winner, the Student Voices panel of judges will award a \$400 scholarship or cash equivalent for their favorite entry chosen from the top 100 entries that generate the most attention across the Internet. Student Voices will also randomly select a winner from those who sign up to receive email to win a \$100 scholarship or cash equivalent.

"Immigration is a big issue in the upcoming election as well as in our daily lives - Student Voices is the place where young people can come together in order to better understand the issues, and ultimately, one another," said Marissa Gabrysch, director of Student Voices by MATT.org. "The concept of this campaign stems from Student Voices and MATT.org's quest to encourage Mexicans and Americans to bridge the gaps in understanding and quality of life so that we may truly prosper together. The campaign is an effort to generate thoughtful dialogue about immigration reform and policy with creative, entertaining and edgy content created completely by the public."

The Brickfish marketing platform provides a forum to raise awareness of important social issues through User Generated Content (UGC). Brands, agencies and non-profit organizations 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.

"We are excited to be working with Student Voices by MATT.org to engage America's youth," said Hyder Rabbani, vice president of sales and business development for Brickfish. "The 'Immigration Illustration' campaign is a compelling way to see both sides of the immigration debate by inviting everyone to share his or her point-of-view and position on this issue. We

are confident that the broad spectrum of entries will encourage an increased awareness for Student Voices by MATT.org and their mission to improve U.S./Mexico relations.”

The “Immigration Illustration” campaign ends July 17. For more information about Brickfish, visit www.Brickfish.com.

About Student Voices by MATT.org

Student Voices by MATT.org is an impressive online bilingual dialogue and action center that brings together university students, academics and others from across the United States, Mexico and Latin America to offer them the unique opportunity to express their point of view and talk to each other about important issues affecting the United States and Mexico. Students may submit their original work on Student Voices at <http://studentvoices.matt.org>.

About MATT.org

MATT.org positions itself as the voice of reason influencing policy to improve U.S./Mexico relations. MATT.org’s mission is to encourage Mexicans and Americans to come together to bridge the gaps of understanding so that we may truly prosper together. For more information about MATT.org Foundation, please visit us at MATT.org or call 210-270-0300.

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 has proven to be 5 to 10 times more effective than existing online advertising methods such as display ads and search optimization. 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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