



For Immediate Release

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NCSA Teams up with Brickfish® to Highlight Dedicated Sports Fans

Social Media Campaign Lets High School Athletes Take it to the Next Level

SAN DIEGO, Calif. (September 11, 2008) - Brickfish®, the leading social media advertising network, and NCSA, the National Collegiate Scouting Association, have joined forces to launch the "Show Us Your Power Play" campaign located at www.brickfish.com/ncsa. The campaign asks high school athletes to submit a blog, a photo, or a video showcasing their dedication and passion for their sport. The grand prize winner, selected by a panel of NCSA judges, will win a trip for two to Chicago and tickets to a Chicago Bears game.

"By being involved with sports, high school athletes learn the importance of determination, dedication and motivation," said Chris Krause, President and CEO of NCSA. "These characteristics not only make them successful in sports, but successful in their everyday lives. We are thrilled to work with Brickfish on a campaign that rewards high school athletes for all their hard work."

NCSA will also award the grand prize winner a tour of the NCSA office and a NCSA Power Package, which includes a NCSA edited highlight DVD and a film evaluation from a NCSA scouting expert. The runner-up and the most viral winners will each receive a NCSA edited highlight DVD, a NCSA warm-up suit and a NCSA Dri-FIT t-shirt. The NCSA will also award weekly sign-up sweepstakes winners with a NCSA Dri-FIT t-shirt.

Brickfish social media campaigns enable brands and advertising 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 hundreds of social networks. 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 opportunity to participate in college level sports is directly related to the amount of exposure a high school athlete receives," said Brian Dunn, CEO Brickfish. "This campaign gives athletes an opportunity to get the attention they deserve on hundreds of social networking sites. We can't wait to see the raw, pure talent of high school athletes from across the country."

The "Show Us Your Power Play" campaign ends October 16. For campaign rules and regulations, visit <http://www.brickfish.com/Sports/ShowUsYourPowerPlay>. For more information about Brickfish, visit www.Brickfish.com/company.

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About NCSA

The National Collegiate Scouting Association (NCSA) was founded in 2000 by Chris Krause with a two-pronged mission: To provide a means for college coaches at every level to find the recruits best suited for their programs and to educate high school student athletes and their families about the college recruiting process in order to assist student athletes in maximizing their Collegiate Recruiting Potential.

Since 2000, NCSA has grown quickly to be the leading collegiate recruiting source for more than 35,000 college coaches across the country. NCSA's experienced scouting team helps student athletes gain acceptance to the collegiate program that best fits their needs.

About Brickfish®

Brickfish is the leading social media advertising platform that enables brand advertisers to engage their target audience where they live - on the social web. Brands and advertising agencies use the Brickfish platform to launch online marketing campaigns that get consumers engaged in a meaningful brand dialogue. Consumers create exciting, personalized brand-focused 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 our patent-pending Viral Map™ and Geo View technologies, which provide detailed data on the reach, engagement, and viral activity of each campaign. This highly viral, consumer-driven marketing approach has proven to be up to 10 times more effective than other online advertising methods.

Brickfish has generated over 100 million brand engagements and 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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