



For Immediate Release

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Nassiri Music Teams Up with Brickfish® to Spread the Message of World Harmony

Social Media Campaign Asks Entrants to Design Posters for Peace

SAN DIEGO, Calif. (September 11, 2008) - Brickfish®, the leading social media advertising network, and Nassiri, the longtime advocate and promoter for world peace, today announced the "Design Your Symbol for Peace Poster" campaign, located at <http://www.brickfish.com/nassiri>. The campaign asks entrants to design an original symbol for peace and incorporate it into a poster along with Nassiri's Love Sees No Color and World Peace logos. The grand prize winner will receive an all expense paid trip for two to Las Vegas and \$1,000 spending money.

"My mission is to spread the message of harmony across the world, and this campaign enables me to enlist fans everywhere and expand my efforts to thousands on the Internet," said Nassiri. "Brickfish's content sharing tools enable anyone to communicate peace to friends and peers through social networking vehicles. I look forward to seeing how people creatively interpret their ideas."

The grand prize winner will also be given a personal tour of Nassiri's Las Vegas studio and have his or her poster printed and sold with all of the proceeds going to charity. Prizes will also be awarded for most viral as well as the top ten runner-ups and weekly sweepstakes winners.

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 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.

"This campaign is unique in its ability to generate UGC that promotes goodwill and charity," said Brickfish CEO Brian Dunn. "Nassiri's strong presence as a leader in promoting world peace has been carried through in the campaign concept. It is going to be exciting to see the type of entries generated from this philanthropic campaign."

The "Design Your Symbol for Peace Poster" campaign ends October 13. For campaign rules and regulations, visit <http://www.brickfish.com/Lifestyles/Nassiri>. For more information about Brickfish, visit www.Brickfish.com/Company.

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About Nassiri

Nassiri, world music artist, philanthropist and peace activist spent ten years writing songs and creating his soon-be-released debut album -- "Love Sees No Color - World Peace Collection." The CD project was recorded during Nassiri's world tour of 18 countries, sung by thousands of children in 15 different languages. The remaining 11 tracks on the new CD were recorded in the artist's home town of Las Vegas, Nevada.

The CD/Bonus DVD will be available for purchase at retailers nationwide and digitally September 16th. All proceeds from the sale of the CD will be donated to charity. For more information, visit www.nassiri.com.

About Brickfish®

Brickfish® is the leading social media advertising network, enabling brand advertisers to engage and reach their target audience where they live - on the social web - with authentic viral marketing campaigns. Brands and advertising agencies use the Brickfish network to launch 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, IM and hundreds of social networks. Additional campaign participants interact with the brand by creating, reviewing, sharing, voting upon, and watching brand-relevant content. Using Brickfish's unique Cost Per Engagement® (CPE®) pricing model, advertisers only pay for these meaningful brand interactions. All brand engagements are tracked with Brickfish's 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 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. This highly viral, consumer-driven marketing approach has proven to be up to 10 times more effective than other online advertising methods.

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