



For Immediate Release

Contact: Ashley Futak
Brickfish
Ashley.Futak@Brickfish.com
858.587.2530

Oakley and Brickfish Launch "Create Your Own Oakley Diorama" Campaign to Inspire the Creation of Skate, Surf and FMX Dioramas

Campaign Turns Action Sports into Original Art

SAN DIEGO, CA (May 14, 2008) - Brickfish™, the social media advertising platform, and Oakley, the premier sport and lifestyle brand that challenges the limits of possibility, today announced the "Create Your Own Oakley Diorama" campaign located at www.brickfish.com/oakleymyway. Inspired by dioramas created in conjunction with action sports leaders Mike Mason, Ryan Sheckler, Bruce Irons and Keith Lyman, the campaign invites entrants to express themselves with images, items and artifacts that define their lives. It is an opportunity for them to show the world who they are by creating original art that may include inspiration from action sports such as surfing, skateboarding, wakeboarding or FMX. The grand prize winner will receive his or her choice of autographed gear ranging from surfboards to skate decks to clothing.

"Each one of our world-class athletes is an outspoken personality with a unique story to tell, so we set loose their creativity on dioramas that capture their lifestyle and turn their inspirations into art," said Colin Baden, president of Oakley. "Those who respect and rely on Oakley innovation are part of that mindset of independence and unrivaled style, so we're giving them the opportunity to express themselves and celebrate their individuality by laying down some pure creativity."

In addition to honoring the grand prize winner, the Oakley expert panel will award prizes to the first, second and third runners-up among the top 100 highest scoring entrants. Chosen from the top 100 most viral entries, the most viral winner will win a London Police Presentation Pack featuring Oakley GASCAN® sunglasses, CROWBAR® SNOW goggles and an Oakley hoodie.

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.

"Fans of action sports have a style all their own, and this campaign gives them a completely unique way to express themselves and celebrate their allegiance and respect for the Oakley brand," said Brian Dunn, CEO of Brickfish. "By virally spreading Oakley's action-sports heritage across hundreds of social networks, numerous like-minded consumers will be exposed to the brand."

The "Create Your Own Oakley Diorama" campaign ends June 12.

About Oakley

Oakley was created for action sports athletes who challenge the limits of possibility. The company earned its authenticity by doing the same, achieving more than 540 patents by elevating physics to the level of art. Oakley has created some of the most sought after lifestyle designs on the planet by letting invention lead the way, making honest stuff from scratch and delivering the unexpected for more than 30 years. Consumers in more than 110 countries now enjoy a full array of market-leading Oakley products including premium sunglasses, goggles, prescription eyewear, apparel, footwear and accessories. Additional information is available at www.oakley.com.

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. 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. For more information about Brickfish, visit www.Brickfish.com

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