



For Immediate Release

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Brickfish® to Begin Offering its Proprietary Suite of Social Marketing Tools to Online Publisher Community

Keith Kane Joining as Senior Vice President to Lead Publisher Partner Expansion

SAN DIEGO, Calif. (September 21, 2009) – Brickfish®, the social media platform, today announced its expansion into the business of licensing its patent-pending and award winning social media tools to the broader online publishing community. These partnerships will enable other Web publishers, large or small, to leverage Brickfish’s proprietary technologies in order to add a powerful social media application to their advertising sales arsenal.

“With Brickfish’s new partnership program, sites and publishers can now license the “Powered by Brickfish™” platform and offer it to their clients,” said Nichole Goodyear, president/CEO and co-founder of Brickfish. “Since our inception in 2005, we have run over 350 social media programs executed through our own direct sales efforts, and have invested millions in the technology. We have committed significant time and money to the development of our proprietary social media technology, and are looking forward to sharing that with other publishers that may be looking to offer social media solutions to their clients.”

With this expansion comes the addition of Keith Kane to the Brickfish executive team. A media industry veteran, he brings over 20 years of ad sales and strategy experience, with a background at companies including Disney, Primedia, Alloy, and the New York Times. He has also been involved in a number of entrepreneurial ventures, including Giant Realm, an online ad network in the videogame category which he co-founded.

“I’m thrilled to join the Brickfish team at such an exciting juncture in its evolution,” said Keith Kane, Senior Vice President of Partnerships at Brickfish. “For publishers who tap into our platform, the end result will be more closed deals, happier clients, and a bigger slice of the pie when social media is part of the RFP process. Our platform is built, its ready to go. With four years of investment and proven success behind it, it can be as turnkey or as custom as publishers want it to be.”

As part of the initial expansion, Brickfish will be working with a short list of publishers who have already expressed interest in licensing the platform, while at the same time, building out training, support, and account management teams specifically assigned to publisher clients.

About Brickfish®

Brickfish is the industry leader in social media advertising solutions. Brickfish programs enable brands to join and direct the conversations consumers are already participating in across the entire social Web. By creating opportunities for consumers to engage with brands through virally shared content, advertisers are able to leverage the power of the social Web in an authentic and compelling way. Brickfish's patent-pending Viral Map™ and Geo View technologies provide detailed real-time data on engagement, reach and viral activity across the Web and around the World. To date, Brickfish has launched hundreds of successful programs for leading brands such as Microsoft, Nike, Victoria's Secret, Samsung, Coach, Estée Lauder, The North Face®, MTV Networks, BlackBerry®, Intuit, Qualcomm and more. Brickfish is now launching a publisher focused platform which will enable other sites and publishers to utilize its "best in class" tools and technologies, in order to provide their advertising clients with a robust social media solution.

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