



For Immediate Release

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Purple Lab Partners with Brickfish® for Huge Lips Skinny Hips Online Competition

Consumers “Kiss and Tell” to Win a Trip, Purple Lab Loot and Insider Access

SAN DIEGO, Calif. (July 16, 2009)—Brickfish®, the social media marketing solution, and Purple Lab, the fresh, fun, and innovative double-duty beauty brand, today announced its “Kiss and Tell Your Huge Lips Skinny Hips I.D.” campaign around its first lip gloss collection, Huge Lips Skinny Hips. The campaign, located at www.purplelabnyc.com/kissandtell.html, asks entrants to submit their chicest photos. Entrants are then asked to select their favorite Huge Lips Skinny Hips lip gloss shades and tell why they identify with the shades, as well as decorate the entries in sexy ways. The grand prize winner, selected by Purple Lab from the top 250 highest scoring entries, will receive a trip for two to New York City, an exclusive guided tour of the city to experience the inspirations behind all six shades, and the Huge Lips Skinny Hips collection.

“Huge Lips Skinny Hips is all about being who you are and having a fun, sexy, glamorous lip gloss that makes you feel good and aware,” said Karen Robinovitz, Founder and Creatrix of Purple Lab. “The ‘Kiss and Tell Your Huge Lips Skinny Hips I.D.’ campaign gives beauty mavens the chance to identify with Purple Lab products and the inspirations behind them. We look forward to receiving a myriad of devious disclosures all inspired by the Huge Lips Skinny Hips collection.”

In addition to the Grand Prize winner, Purple Lab will also be giving away prizes to one Runner-Up, 10 Most Viral winners, and to six Sign-up Sweepstakes winners. The Runner-Up, selected from the top 250 highest scoring entries, will win the entire Huge Lips Skinny Hips collection. The 10 Most Viral winners, selected from the top 250 Most Viral entries, will be named as Purple Lab “Multi-Tasking Mavens.” As such, they will each get two colors of their choice from the Huge Lips Skinny Hips collection as well as exclusive access to pre-launch products. Six Sign-up Sweepstakes winners will be randomly selected at the end of the campaign to receive products from the Huge Lips Skinny Hips collection.

Brickfish social media campaigns enable brands and agencies to launch online marketing campaigns that get consumers engaged in a meaningful brand dialogue throughout the social Web. 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 widgets, IM, blogs, email and more. 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 ‘Kiss and Tell Your Huge Lips Skinny Hips I.D.’ campaign is a great way for Purple Lab to reach beauty fans around the world through the power of social media,” said Nichole Goodyear, president/CEO and co-founder of Brickfish. “By inviting consumers to identify and relate to the inspirations behind Purple Lab’s Huge Lips Skinny Hips collection, Purple Lab will be able to spark online conversations with their consumers and build brand loyalty.”

The “Kiss and Tell Your Huge Lips Skinny Hips I.D.” campaign ends August 27. For complete details, visit www.purplelabnyc.com/kissandtell.html. For more information about Brickfish, visit www.brickfish.com/company.

About Purple Lab

Discovering the science behind sexy and capturing it in a bottle, Purple Lab is the absolute first to introduce innovative double-duty beauty products designed to add a daily dose of glam while providing a service to the body, soul and self-confidence. As an acclaimed fashion/beauty insider, journalist, author and media veteran, Purple Lab Creatrix Karen Robinovitz merges the exclusive insider tips and tricks she’s privy to with ground-breaking ingredients, cutting-edge delivery systems and trend-setting style—completely revolutionizing the face of beauty for every woman. Purple Lab’s launch product, Huge Lips Skinny Lips, was introduced in 2009, and Purple Lab’s profile of innovative beauty continues to grow.

About Brickfish®

Brickfish®, the social media marketing solution, enables brand advertisers to reach their target audience on the social Web through viral marketing campaigns that engage consumers 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 widgets, blogs, IM, email, and hundreds more. 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 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 uses an exclusive Cost Per Engagement® (CPE®) model for pricing and measuring consumer participation in online advertising campaigns. Brickfish has launched successful campaigns for some of the world’s premier brands, including Microsoft, Estée Lauder, Samsung, Victoria’s Secret, Kodak, Nike, Coach, Givenchy, The North Face®, Intuit, Qualcomm, Estee Lauder and more.