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**FOR IMMEDIATE RELEASE**

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**New Clothing Line, RS By Sheckler™, Leverages Brickfish® Platform to Reach Consumers Online**

*Grand Prize Winner to Hang with Ryan Sheckler for a Day*

FORT LEE, New Jersey (August 5, 2009)— Leading apparel company, Wicked Fashions, Inc. and Brickfish®, The Social Media Solution™, today announced its “Hang with Ryan” campaign. The “Hang with Ryan” campaign, located at [http://www.brickfish.com/RSbySheckler\\_Overview](http://www.brickfish.com/RSbySheckler_Overview), was developed to drive awareness around Wicked Fashions, Inc.’s first celebrity clothing line, RS By Sheckler™. The line was created in partnership with professional skateboarder, philanthropist and MTV reality star, Ryan Sheckler and is available at JCPenney and other leading retailers. The campaign asks entrants to submit photos or videos of themselves with descriptions as to why they would like to “Hang with Ryan.” The Grand Prize winner, selected from the top 250 highest scoring entries, will win roundtrip airfare and hotel accommodations for the winner and a guest to “Hang with Ryan” behind-the-scenes at his RS By Sheckler™ photo shoot, a \$500 RS By Sheckler™ wardrobe and a video of his or her day with Ryan posted on the RS By Sheckler Web site.

“With back-to-school right around the corner, we thought it would be perfect to launch a viral campaign around our new celebrity line, RS By Sheckler,” said David Strumeier, senior vice president of sales for RS By Sheckler. “We worked with Ryan to create a line that embodied utility as well as affordability. We want our consumers to feel comfortable and confident in what they are wearing, without having to spend a lot of money. With a chance to meet Ryan as the Grand Prize, we look forward to receiving a myriad of entries from excited fans.”

In addition to the Grand Prize winner, prizes will also be given away to one Runner-Up and one Most Viral winner. The Runner-Up, selected from the top 250 highest scoring entries, will win a RS By Sheckler wardrobe worth \$1,000. The Most Viral winner, selected from the top 250 Most Viral entries, will win a RS By Sheckler wardrobe worth \$500 and a RS By Sheckler goodie bag worth \$100.

“Our company enjoyed enormous success with our last viral campaign through Brickfish, and we anticipate even more from the ‘Hang with Ryan’ program,” said Janice Welles, Director of Marketing & Advertising for Wicked Fashions. “With this campaign, our consumers will have opportunities to get involved with the brand on personal levels and we are eager to explore creative and new ways in which to share the RS By Sheckler message with others.”

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.

"We are thrilled to partner with Wicked Fashions Inc. for the second time, to help raise awareness for its newest clothing line, RS By Sheckler," said Nichole Goodyear, CEO/president and co-founder of Brickfish. "By partnering with a well-respected athlete in the action sports arena, and by harnessing the power of social media through the Brickfish platform, Wicked Fashions Inc. will be able to achieve high levels of engagement with its consumers."

The "Hang with Ryan" campaign ends September 10. For complete details, please visit <http://www.brickfish.com/RSbySheckler>. For more information on Brickfish, please visit [www.Brickfish.com/company](http://www.Brickfish.com/company).

Wicked Fashions, Inc. will also be re-launching its corporate and brand Web sites on the same day as the "Hang with Ryan" promotion. The Web site will feature brand collections, information on the company and sweepstakes promotions. To see the Wicked Fashions corporate site and what's new with its Southpole, A.Prodigee, WhiteTag and RS By Sheckler brands, consumers can log onto <http://www.wickedfashionsinc.com>.

### **About Ryan Sheckler**

Ryan Sheckler became a professional skateboarder at the young age of 13. Since then, he has dominated the contest circuit becoming one of the most well known names in the industry. He has a hit MTV show, "Life of Ryan," and along with his two brothers, started the Sheckler Foundation, which helps fund and assist those in need. Although Sheckler still endorses core companies in the skate industry like Plan B Clothing and has signature lines for shoes and apparel with Etnies, he seized the opportunity to create an affordable and accessible clothing brand that embodies his everyday style. RS By Sheckler is inspired by Sheckler's skate driven lifestyle and his broad appeal to fans and consumers, and has allowed Sheckler to design and market his style of clothing. For more information on Ryan, visit [www.ryansheckler.com](http://www.ryansheckler.com).

### **About Wicked Fashions, Inc.**

Founded in 1991, Wicked Fashions, Inc. was established as a wholesale company dedicated to providing fashionable and affordable apparel to the mid-tier consumer. For nearly twenty years, Wicked Fashions, Inc. has become one of the leading apparel companies in the fashion marketplace for Young Mens, Juniors, and Youth --- overseeing every aspect of their clothing brands from product design and manufacturing to distribution and promotion. After longstanding success with their flagship streetwear brand, Southpole, Wicked Fashions, Inc. also has acquired licensing for footwear, loungewear, sleepwear and accessories. In 2008, two new Young Mens brands were added under Wicked Fashions, Inc. corporate umbrella - WhiteTag and A.Prodigee and most recently, added their first celebrity clothing line, RS By Sheckler.

### **About Brickfish®**

Brickfish®, The Social Media 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.