



Contacts: Adrienne Bavar  
ShopPR  
[Adrienne@shop-pr.com](mailto:Adrienne@shop-pr.com)  
212.829.1111 ext 191

FOR IMMEDIATE RELEASE

Ashley Futak  
Brickfish®  
[Ashley.Futak@Brickfish.com](mailto:Ashley.Futak@Brickfish.com)  
858.587.2530 ext. 421

**Remington Teams Up with Brickfish® &  
Asks Beauty Mavens to Share their "Tools for Celebrity Style"**

*Celebrity Stylist, Richard Marin, to give Grand Prize Winner a Makeover*

New York, NY. (August 5, 2009)— Remington, the leader in styling tools and Brickfish®, The Social Media Solution™, announced today the "Tools for Celebrity Style" campaign. The campaign, located at <http://www.stylewithremington.com/toolsforcelebritystyle>, asks entrants to submit photos of their 'favorite celebrity hair moments'. Entrants are then asked to select their favorite Remington styling tools and share which celebrities have inspired their hair dos. The Grand Prize winner, selected by the Remington team from the top 250 highest scoring entries, will win a celebrity weekend for two in Hollywood, complete with a hair styling session by celebrity stylist Richard Marin whose A-list clientele includes Megan Fox, Denise Richards, Cindy Crawford and others.

"Our-line of styling tools makes beautiful hair attainable for anyone," said Christine Kuske-Riese, Director Brand Marketing of Remington Women's Personal Care. "By leveraging social media in our 'Tools for Celebrity Style' campaign, we will be able to familiarize our online consumers with our styling tools. We look forward to receiving exciting celebrity-like hairstyles that can be achieved by using the innovative Remington products".

In addition to a celebrity weekend for two, the Grand Prize winner will also receive a \$500 American Express Gift Card, a collection of Remington hair products and the opportunity to guest blog on the StyleWithRemington.com site and have his or her entry featured on StyleWithRemington.com. Prizes will also be given away to one Runner-up, to one Most Viral winner and to forty-three sign-up sweepstakes winners.

Brickfish social media campaigns enable brands and agencies to launch online marketing campaigns that engage consumers in a meaningful brand dialogue. Consumers create exciting, personalized brand-focused user-generated content (UGC) and then share the campaign and their content virally via vast social networks, 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.

"We are thrilled to partner with Remington for its 'Tools for Celebrity Style' campaign," said Nichole Goodyear, president/CEO and co-founder of Brickfish. "By asking consumers to create and share their celebrity hair moments and their celebrity hair inspirations, Remington has the opportunity to connect

with its consumers and become part of the conversation. We are confident this campaign will drive increased awareness for Remington and its line of styling products.”

The “Tools for Celebrity Style” campaign ends September 14. For complete details, visit <http://www.stylewithremington.com/toolsforcelebritystyle>. For more information about Brickfish, visit [www.brickfish.com/company](http://www.brickfish.com/company).

#### **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. For more information about Brickfish, visit [www.brickfish.com/company](http://www.brickfish.com/company).