



FOR IMMEDIATE RELEASE

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Press Contact:

Karina Sokolovsky, Headquarters PR

212.221.6868

karina@hq-pr.com

Ashley Futak, Brickfish

858.587.2530 ext. 421

Ashley.Futak@Brickfish.com

CALLING ALL ASPIRING MODELS!
SOUTHPOLE® CLOTHING LAUNCHES SECOND NATIONAL MODEL SEARCH

FORT LEE, NJ (October 15, 2009) – Following the success of its first national model contest last Fall, leading apparel company, Southpole®, has teamed up with The Social Media Solution™, [Brickfish®](#), to launch its second online model competition in search of one male and one female model to be featured in its upcoming Southpole fashion campaign. The “Southpole National Model Search II” campaign gives aspiring models the opportunity to compete for a chance at being featured in Southpole’s upcoming fashion campaign.

The search will begin on October 15 and will run for approximately six weeks. During this period, contestants will submit photos which will be posted on <http://www.wickedfashionsinc.com/southpole/brickfish/indexmodelsearch.htm> and www.Brickfish.com/Southpole where fans of the brand, friends and family will have the chance to vote for their favorites.

“We are thrilled about launching the ‘Southpole National Model Search II’. Last year, we enjoyed unprecedented success --- over 5,000 entries and more than six million engagements --- the first model search accurately reached our target demographic and produced massive brand awareness,” said Janice Welles, director of marketing & advertising for Southpole. “Once again, we are harnessing the power of social media to cultivate new brand evangelists and ignite our existing brand ambassadors to possibly become the new faces of Southpole. We look forward to seeing what new talent is out there, and finding fresh and fashionable representation for our brand.”

Two grand prize winners, one male and one female, chosen by Southpole® from the top 250 highest scoring male and top 250 highest score female entries, will each win \$1,000 cash and be flown to a destination of the Sponsor’s choosing for a Southpole® photographic model shoot, and have the opportunity to have those photos displayed in a seasonal Southpole® campaign for Southpole® apparel as well as have the opportunity to be the Brand Ambassadors for the Southpole® MySpace and Facebook pages. In addition to the grand prize winners, Southpole will also be giving away prizes to one runner up winner, one most viral winner and to six sign-up sweepstakes winners.

Brickfish programs enable brands to ignite the conversations consumers have within their social media networks by creating brand evangelism, passion in a peer-to-peer manner, and by optimizing the power of new media. With Brickfish, advertisers leverage the power of the social Web in an authentic and compelling way. Consumers create brand friendly UGC and share it within their social networks. Brickfish’s patent-pending Viral Map™ and Geo View technologies provide detailed real-time data on a variety of viral activity across the Web and geographically. This strategic viral marketing platform generates extensive brand awareness, engagement, reach, and results--all of which are trackable, providing clients with highly valuable qualitative and quantitative data.

The deadline to submit entries for the Southpole National Model Search is November 26, 2009. Winners will be notified on or about December 24, 2009.

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Contestants can enter and learn more about the complete rules and requirements of the 'Southpole National Model Search II' campaign at: <http://www.wickedfashionsinc.com/southpole/brickfish/indexmodelsearch.htm> or www.Brickfish.com/Southpole.

About SOUTHPOLE®

For over a decade, Southpole® (www.southpole-usa.com) has been a leading fashion brand in the streetwear apparel industry. As the flagship brand of Wicked Fashions, Inc., Southpole® reaches markets in the United States, Asia, and Europe with its affordable, yet stylish denim, sportswear, outerwear, sleepwear and loungewear, footwear and accessories for young men, juniors, kids, toddlers and infants, and plus size. Launched in 1991, Southpole® was the first brand to fill a niche for reasonably priced, streetwear clothing that appeals to a diversified, multicultural, mid-tier retail consumer.

About Brickfish®

Brickfish® is the award winning social media solution that successfully creates ongoing engagement and conversations with consumers using social media. Brickfish provides brands a platform that energizes viral sharing among consumers via the social Web. Consumers create brand friendly UGC and then virally share that content with their vast social networks through widgets, blogs, IM's, and more. All engagements are tracked with patent-pending Viral Map™ and Geo View technologies, which provide detailed, real-time data on reach, engagement, frequency, and viral activity across the entire Social Web and geographically. Brickfish has launched successful campaigns for Microsoft, MTV Networks, Nike, Victoria's Secret, Samsung, Coach, Givenchy, The North Face®, Estee Lauder, Qualcomm, and many, many more, generating over 200 million consumer engagements. Brickfish is a 2008 Red Herring Global 100 winner, a 2009 OMMA Award winner for Best Viral Campaign, and has been named a Best Practice in Social Media by the IAB. For more information about Brickfish, please visit www.Brickfish.com/company.

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