



For Immediate Release

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## JL360 Media and Stacker 2® Team Up with Brickfish® to Let Entrants Burn Their Creative Energy

### *Social Media Advertising Campaign Lets Consumers Design T-Shirts for 6 Hour Power™ Shot*

SAN DIEGO, Calif. (August 12, 2008) - Brickfish®, the social media advertising platform, and JL360 Media partner up with Stacker 2®, the makers of diet and energy supplements, to announce the "Design a 6 Hour Power T-Shirt" campaign located at <http://www.brickfish.com/Stacker2>. The campaign invites entrants to design a t-shirt promoting Stacker 2's 6 Hour Power Energy Shot. The grand prize winner, selected by the Stacker 2 team, will win a supply of Stacker 2 6 Hour Power Energy Shots, choice of a Playstation 3™ or X-Box 360®, and a copy of Codemasters®' much anticipated action-role playing game, *Rise of the Argonauts™*.

"Stacker 2's 6 Hour Power Shot provides a burst of energy to keep you going for up to 6 hours, and we are looking to consumers to interpret that benefit in some creative designs," said Sean Black the founder and president of JL360 Media. "This campaign is an exciting way to let consumers know about the powerful boost they can get from the 6 Hour Power Shot across the Internet, and we are excited to see how the creativity and energy comes through. These programs also allow us to reach beyond traditional banner programs and utilize the Web as it was made to be...viral and engaging."

In addition to the grand prize winner, Stacker 2 will also be giving away prizes for one entry selected from the top 250 most viral as well as weekly prizes for one person who participates by voting or reviewing or entering.

To further boost involvement in the campaign, an 'Engagement Grid' will be placed on Facebook, a unique tool that enables people to directly participate with the campaign through the social network.

Brands and agencies use Brickfish's platform to launch online advertising and marketing campaigns targeted at the social networking audience. The campaigns are designed to spark the creation of brand-focused User-Generated Content (UGC), such as blogs, images, video and audio. Brickfish's content sharing tools enable anyone to view and review submissions, vote on their favorites, and share them with friends and peers using email, Instant Message and postings on social networking sites. This powerful viral marketing vehicle generates extensive brand awareness and online and offline calls-to-action from lead generation to sales.

"We are thrilled to work with JL360 Media on their Stacker 2 campaign which enables consumers to translate the product's value through their own designs," said Brian Dunn, CEO of

Brickfish. "Stacker 2's message will be communicated on hundreds of social networking sites as people share their favorite designs with peers. History shows that giving entrants creative license leads to incredibly viral campaigns."

The "Design a Stacker 2 6 Hour Power T-Shirt" campaign ends October 8. For campaign rules and regulations, visit <http://www.brickfish.com/Entertainment/Stacker2>. For more information about Brickfish, visit [www.Brickfish.com](http://www.Brickfish.com).

#### **About JL360**

JL360 Media is one of the fastest growing Digital agencies in the market. Specializing in Digital Distribution tactics for its clients and extending their brand assets among all touch-points from mobile to in-game to VOD and online. Founded in September 2006 the agency has supported the "agencies-agency" model offering services across several verticals and seamlessly integrating within existing agency structures. With teams dedicated to Youth and Entertainment Marketing, ROI Driven Media and large branding programs the agency is re-creating planning and reaches beyond the traditional consumer demographics and builds programs with emphasis on the psychographics. JL360 understands the need to target, and truly understand the Digital marketplace and the ever changing way people consume media.

#### **About Codemasters' "Rise of the Argonauts"**

An epic scale action RPG, Rise of the Argonauts™ immerses players in a gladiatorial adventure set in the vibrant and powerful world of Ancient Greece brought to life. Taking the role of Jason, players will battle alongside Hercules, Achilles and other Argonauts as they engage in brutal combat against formidable beasts and enemies, in a vast world alive with wondrous inhabitants and stunning panoramas. The search for the Golden Fleece is not only one of exploration but of transformation: from warrior king to exalted hero touched by the gods.

#### **About Brickfish**

Brickfish® is a social media advertising platform that taps into the power of consumer driven marketing on the Internet. Our patent-pending technologies provide brands and agencies with a single source solution to leverage the power of social media sites and user generated content for truly effective online marketing efforts that drive awareness, analytics and action. Clients use the Brickfish platform to launch online advertising and marketing campaigns that spark the creation of brand-focused UGC, such as blogs, images, video and audio. This content is virally shared from consumer to consumer via hundreds of social media sites, blogs, email, IM and more. Campaign participants generate meaningful brand dialogue by creating, reviewing, sharing, voting upon, and watching brand-relevant content. These interactions are tracked with our Viral Map™ technology, which then provides detailed analytics on campaign reach, performance and demographics. This viral, consumer driven marketing approach results in relevant and authentic brand interactions and has proven to be 5 to 10 times more effective than existing online advertising methods such as display ads and search marketing. Scores of brands have hosted successful campaigns on the Brickfish platform, including Kodak, Intuit, Samsung, Qualcomm, ELLE, Universal, Givenchy, Aussie, and more.

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