



For Immediate Release

Contact: Ashley Futak  
Brickfish  
Ashley.Futak@Brickfish.com  
858.587.2530

**Surflines.com Teams up with Brickfish™ to Put Words in Kelly Slater's Mouth**  
*User-Generated Content Campaign Seeks Photo Captions  
for Surfing's Hottest Star*

SAN DIEGO, Calif. (May 12, 2008) - Brickfish™, the social media advertising platform, and Surflines.com, the online surfing authority, today announced the "Slater Sez" Photo Caption Challenge located at [www.surflines.com/slatersez](http://www.surflines.com/slatersez). The campaign invites surf fans to come up with creative captions to describe what pro surfer Kelly Slater is doing or thinking in a photo provided. The entrant with the most amusing caption will win a new surfboard and wetsuit from SurferSurplus.com.

"Kelly Slater is the most popular surfer in the world, so we thought it would be fun to put him at the center of our first photo caption contest," said Mike Matey, vice president of marketing for Surflines.com. "Since there are so many ways people can go with this photo, it will be fun to tap into the community's creativity and spread the passion for surf across the Web."

In addition to the grand prize winner, the Surflines.com expert panel will select one runner up chosen from the top 100 highest scoring entries to win a traction pad, leash, and a copy of the surf DVD "Chasing the Lotus." Surflines.com will also give away a surfboard to the most viral winner, selected from the top 100 most viral entries. Runners-up will also be awarded prizes.

Brands and agencies use Brickfish's patent-pending platform to launch online advertising and marketing campaigns that spark the creation of brand-focused 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 through email, Instant Message and by posting on social networking sites, creating a powerful viral marketing vehicle.

"The 'Slater Sez' Photo Caption Challenge is a great way for Surflines.com to reach surf fans across the Web," said Hyder Rabbani, vice president of sales and business development of Brickfish. "Due to the viral component of the campaign, we anticipate these comedic captions will be shared by Slater fans and surfing enthusiasts worldwide, increasing awareness of the site as the premier surfing resource among its target audience."

The "Slater Sez" Photo Caption Challenge ends June 19. For campaign rules and regulations, visit [www.surflines.com/slatersez](http://www.surflines.com/slatersez). For more information about Brickfish, visit [www.Brickfish.com](http://www.Brickfish.com).

**About Surflines**

Surflines is the leading provider of surf report, forecast and editorial content to consumers,

businesses and government agencies worldwide. Headquartered in Huntington Beach, California, Surfline delivers timely, accurate and comprehensive data on a daily basis via phone, wireless web and the Internet. Surfline is the publisher of WATER magazine, a high-quality, photo-rich surf quarterly magazine as well as numerous surfing books and printed products. The company's world-renowned website, Surfline.com, is visited by over 75,000 unique people per day and over 1,000,000 per month -- the largest and most loyal audience of surf and beach enthusiasts in the world. Since 1985, Surfline has merged premier surf report, forecast and editorial talent with industry-leading technology to produce "must-have" content of unparalleled quality aimed at active participants in surfing, beach and marine related pursuits

#### **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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