



For Immediate Release

Contact: Ashley Futak
Brickfish®
Ashley.Futak@Brickfish.com
858.587.2530 ext. 421

TRESemmé® Teams Up with Brickfish® to Ask Fashionistas and Beauty Gurus to “Strut Their Styles”

Grand Prize Winner to Receive a TRESemmé Mega Makeover Package

SAN DIEGO, Calif. (June 29, 2009)—Brickfish®, the social media marketing solution, and TRESemmé®, the leader in professional and affordable hair care, today announced the “Strut Your Style” campaign. The campaign, located at <http://style-seeker.tresemme.com/fashion-show/Promo.aspx>, asks entrants to submit photos of their catwalk-ready looks, amazing hair and all. The Grand Prize winner will be selected by a panel of judges from TRESemmé, from the top 250 highest scoring entries, to receive a \$4,000 Visa® gift card.

In addition to the Grand Prize winner, TRESemmé will be giving away prizes to one Most Viral winner, and to eight Sign-up Sweepstakes winners. The Most Viral winner, selected by a panel of judges from TRESemmé, from the top 250 Most Viral entries, will win a one year supply of TRESemmé products and a \$750 Visa® gift card. The eight Sign-up Sweepstakes winners will be randomly selected at the end of the campaign to receive swag bags of TRESemmé products.

TRESemmé’s “Strut Your Style” campaign is part of an over-arching initiative to gain awareness for its new StyleSeeker Community. StyleSeeker brings up to the minute news, advice, and insight from experts and trendsetters in the arenas of fashion, beauty, celebrity glamour, and the social scene together with the TRESemmé brand’s 40 years of professional, affordable, salon-quality hair expertise. It is a vibrant place where smart and savvy women can find the best style buzz, find inspiration, and gather and share their own secrets.

The TRESemmé “Strut Your Style” campaign will be powered by social media marketing solution Brickfish. The “Strut Your Style” campaign ends July 30. For complete details, visit <http://style-seeker.tresemme.com/fashion-show/Promo.aspx>.

About Brickfish®

Brickfish®, the social media marketing 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.