

DREAMING

TOMMY  HILFIGER

For Immediate Release

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Tommy Hilfiger and Brickfish® Launch Fragrance-Inspired “What Do You Dream About?” Campaign

Social Media Campaign Invites Women to Make Their Dreams Reality

SAN DIEGO, Calif. (October 15, 2008) –Tommy Hilfiger Toiletries and Brickfish®, the social media advertising network are pleased to announce the “What Do You Dream About?” campaign, located at <http://www.brickfish.com/dreaming>. Inspired by Hilfiger’s women’s fragrance, *Dreaming*, the campaign invites entrants to create a video, photo, or blog illustrating their unique and individual life dreams. One grand prize winner chosen from all entries will receive \$3,000 to help make their dream a reality, as well as a Tommy Hilfiger fashion wardrobe and *Dreaming Tommy Hilfiger* fragrance.

“Dreams can be storehouses of creativity and may in fact be the well from which imagination springs. Dreams were a great source of inspiration for the development of our fragrance,” said Ottavia Piergiovanni, Executive Director of Global Marketing, Tommy Hilfiger Toiletries. “We’re excited about the opportunity to gain an inside perspective on the aspirations of real women and to make some of those dreams come true.”

In addition to the grand prize winner, Tommy Hilfiger Toiletries will also award five runner-up prizes, one most viral entry prize, and three sweepstakes prizes.

Brickfish social media campaigns enable brands and agencies to launch online marketing campaigns that get consumers engaged 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 email, blogs, instant messaging and hundreds of social networks. 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 - from lead generation to sales.

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The “What Do You Dream About?” campaign is a phenomenal way for the brand to reach fragrance fashion fans through the power of social media,” said Brian Dunn, CEO of Brickfish. “Because the campaign was created to reflect the inspiration of the fragrance, we are confident that the brand message will reach consumers loud and clear across the Internet.”

The “What Do You Dream About?” campaign ends November 13. For complete campaign rules and details, visit <http://www.brickfish.com/dreaming>. For more information about Brickfish, visit www.brickfish.com/company.

About Tommy Hilfiger

The Tommy Hilfiger Group

With a premium lifestyle brand portfolio that includes Tommy Hilfiger and Hilfiger Denim, The Tommy Hilfiger Group of Companies is one of the world’s most recognized designer apparel groups. The Group’s focus is designing and marketing high-quality menswear, womenswear, children’s apparel and denim collections. Through select licensees, the Group offers complementary lifestyle products such as accessories, fragrances and home furnishings. Tommy Hilfiger Group merchandise is available to consumers worldwide through an extensive network of dedicated retail stores, leading specialty and department stores and other carefully controlled distribution channels. For additional information about the Tommy Hilfiger Group of Companies, please visit www.tommy.com.

Since 1995, Tommy Hilfiger Toiletries has produced fragrances and body products that reflect the all-American lifestyle themes of designer Tommy Hilfiger. It is part of The Aramis and Designer Fragrance division of The Estée Lauder Companies, which creates and markets fine and designer fragrances and skin care. The Estée Lauder Companies is one of the world’s leading manufacturers and marketers of quality skin care, makeup, fragrance, and hair care products.

About Brickfish

Brickfish, a leading social media advertising network, 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 email, blogs, IM and hundreds of social networks. 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 more than 250 successful campaigns for some of the world’s premier brands, including Kodak, Nike, Samsung, Coach, Givenchy, The North Face, Intuit, Qualcomm, and more.

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