



For Immediate Release

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## YSL Beauté Joins Brickfish® To Launch the “Create Your Own YSL Rouge Volupté Masterpiece” Campaign

*Iconic Fashion and Beauty Brand Yves Saint Laurent Invites Beauty Gurus To Create a Lipstick Masterpiece in Celebration of its Newest Lipcolor, Rouge Volupté*

SAN DIEGO, Calif. (September 17, 2008) - YSL Beauté, together with leading social media advertising network Brickfish®, today announced the search for consumer-designed, gallery-worthy YSL Rouge Volupté lipstick-inspired pieces of art. An expert panel from YSL Beauté will select the favorite, winning virtuoso to receive a trip to New York City for two to have their makeup done by YSL makeup artists, and their artwork featured on the YSL Beauté Web site, [www.yslbeautyus.com](http://www.yslbeautyus.com).

“Our new Rouge Volupté lipstick represents an object of desire meant to evoke sensuality and allure, and we are thrilled to see how beauty mavens and aspiring artists translate those emotions into unique pieces of art,” said Marc Rey, CEO of YSL Beauté. “Because we have given a wealth of creative license to consumers, we anticipate a myriad of amazingly gorgeous entries.”

Entrants can choose any medium, including painting, sculpture, art deco, modern art and graphic art. The grand prize winner and runner-up will both receive a two night weekend getaway to NYC for two, including accommodations at a hotel of YSL's choice, airfare within the continental United States, a \$500 gift card for spending money, and a makeup consultation with a YSL makeup artist. YSL will also award the most viral entry with a YSL Essentials Pack.

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.

“The ‘Rouge Volupté Masterpiece’ campaign is a great way for YSL to reach beauty fans around the world through the power of social media,” said Brian Dunn, CEO of Brickfish. “By enabling consumers to express their own interpretations of one of the world’s most iconic brands and then share their creativity with peers across the Internet, we are confident the campaign will generate a high level of engagement.”

The “Create Your Own YSL Rouge Volupté Masterpiece” campaign ends October 23. For campaign details, visit <http://www.brickfish.com/fashion/YSLRogueVolupte>. For more information about Brickfish, visit [www.brickfish.com/company](http://www.brickfish.com/company).

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About Brickfish®

Brickfish is the leading social media advertising network that enables brand advertisers to engage their target audience where they live - on the social web. Brands and advertising agencies use the Brickfish network to launch online marketing campaigns that get consumers engaged in a meaningful brand dialogue. Consumers create exciting, personalized brand-focused 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. Using Brickfish's unique Cost Per Engagement® (CPE®) model, advertisers only pay for relevant, meaningful consumer interactions with their brand's campaigns. All brand engagements are tracked with Brickfish's patent-pending Viral Map™ and Geo View technologies, which provide detailed data on the reach, engagement, and viral activity of each campaign. This highly viral, consumer-driven marketing approach has proven to be up to 10 times more effective than other online advertising methods.

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