



For Immediate Release

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

jane iredale - THE SKIN CARE MAKEUP® Teams Up with Brickfish® to Launch Social Media Program

Cosmetics Brand to Makeover Consumers Makeup Bags

SAN DIEGO, Calif. (October 19, 2009)—[Brickfish®](#), The Social Media Solution™, and *jane iredale* - THE SKIN CARE MAKEUP®, are pleased to announce their partnership for the “Makeover Your Makeup Bag” social media program. The program, located at <http://www.janeiredale.com/contest.html> asks entrants to submit videos, photos or blog entries discussing why they deserve to have *jane iredale* makeup bag makeovers. Entrants are also able to select various *jane iredale* products that they would want included in their ultimate makeup bags. One winner, selected by *jane iredale* from the top 25 highest scoring entries, will win a paid trip for two to New York City, a makeup application with a *jane iredale* makeup artist and the products placed in their virtual makeup bag, up to \$1,000

Entrants into the “Makeover Your Makeup Bag” will be able to instantly share their entries through their personal social networks, and the entrant that receives the most attention for their entry across the Internet will have the chance to be awarded “Most Viral.” The “Most Viral” winner will also receive the contents of their virtual makeup bag, up to \$1,000.

Additionally, consumers can participate in an online Scavenger Hunt that will encourage consumers to visit the various *jane iredale* social media properties including Twitter, a YouTube channel, a Facebook fan page and an Insiders’ Blog to collect unique codes. Each week different codes will be placed within these properties, one at each of the four locations, and consumers will enter them at the “[Makeover Your Makeup Bag](#)” site. If they enter each code correctly they will be eligible to win a weekly prize.

Brickfish programs enable brands to ignite the conversations consumers have within their social media networks by creating brand evangelism, passion in a peer-to-peer manner, and by optimizing the power of new media. With Brickfish, advertisers leverage the power of the social Web in an authentic and compelling way. Consumers create brand friendly UGC and share it within their social networks. Brickfish's patent-pending Viral Map™ and Geo View technologies provide detailed real-time data on a variety of viral activity across the Web and geographically. This strategic viral marketing platform generates extensive brand awareness, engagement, reach, and results--all of which are trackable, providing clients with incredibly valuable qualitative and quantitative data about their consumers.

“We are thrilled to partner with *jane iredale* for its ‘Makeover Your Makeup Bag’ program,” said Nichole Goodyear, president/CEO and co-founder of Brickfish. “The beauty brand has long been regarded as a leader in mineral cosmetics and we are honored to help *jane iredale* take its message of natural beauty to the Web. We are confident the ‘Makeover Your Makeup Bag’ program will produce massive brand awareness for *jane iredale* across the Internet.”

The “Makeover Your Makeup Bag” program ends November 16. For complete details, visit <http://www.janeiredale.com/contest.html>. For more information about Brickfish, visit www.brickfish.com/company.

About jane iredale

jane iredale - THE SKIN CARE MAKEUP® is a comprehensive line of mineral cosmetics that provides products with the utmost integrity and the ability to enhance the lives of women through its effectiveness, simplicity and beauty. Founder and president, Jane Iredale has worked with world-renowned plastic surgeons and dermatologists in the development of her line because she believes makeup should be as good for the skin as it is aesthetically pleasing. The extensive product line is carried in fine spas, cosmetic apothecaries, www.janeiredaledirect.com and retail locations worldwide. Consumers may call toll free for a *jane iredale* location nearest them at 800-762-1132.

About Brickfish®

Brickfish® is the award winning social media solution that successfully creates ongoing engagement and conversations with consumers using social media. Brickfish provides brands a platform that energizes viral sharing among consumers via the social Web. Consumers create brand friendly UGC and then virally share that content with their vast social networks through widgets, blogs, IM's, and more. All engagements are tracked with patent-pending Viral Map™ and Geo View technologies, which provide detailed, real-time data on reach, engagement, frequency, and viral activity across the entire Social Web and geographically. Brickfish has launched successful campaigns for Microsoft, MTV Networks, Nike, Victoria's Secret, Samsung, Coach, Givenchy, The North Face®, Estee Lauder, Qualcomm, and many, many more, generating over 200 million consumer engagements. Brickfish is a 2008 Red Herring Global 100 winner, a 2009 OMMA Award winner for Best Viral Campaign, and has been named a Best Practice in Social Media by the IAB.