



## YOUTHNOISE USES BRICKFISH DIGITAL ENGAGEMENT PLATFORM TO INSPIRE CITIZEN JOURNALISM

*YouthNoise/Brickfish partnership engages tens of thousands through highly successful "CitiJo" citizen journalist campaign.*

SAN FRANCISCO & SAN DIEGO, CA - MARCH 14, 2007 -- (BUSINESS WIRE) YouthNoise, the Internet's first social network for civic change, announced today their successful partnership with Brickfish, the Digital Engagement Company. YouthNoise used Brickfish's revolutionary Digital Engagement platform to reach tens of thousands of Gen Y campaign participants who logged on to the Brickfish.com site to view, rate, and review 250 user-generated entries to YouthNoise's "CitiJo" citizen journalist contest.

YouthNoise, a magnet for new technology, launched the *Become a CitiJo* contest on the Brickfish platform in December. The campaign focused on bringing visibility to issues young people care about while demonstrating the power of citizen journalism. In less than a month, the Brickfish-powered campaign drove exposure and engagement for YouthNoise with 96% of the participants being new to YouthNoise. 250 blog entries, photographs, or video entries were submitted and tens of thousands of Gen Y users reviewed, voted, and propagated their opinions across the Internet. YouthNoise awarded winning campaign participants with paid virtual internships.

"Brickfish helped us engage teens and young adults rather than talk at them," said Ginger Thompson, CEO of YouthNoise. "Their Digital Engagement Platform created a vehicle for users to submit a range of digital entries from blogs, to photographs, to video. Brickfish's approach also brought hundreds of new participants to our organization."

"We're very pleased to have YouthNoise as a partner and to have helped them launch such a successful campaign," said Shahi Ghanem, President and CEO of Brickfish. "The results obviously provide strong validation for our business model, but more importantly it's great to see that Digital Engagement can be used just as effectively for social change as it is for advertising and online marketing. The CitiJo campaign also proves that while video is a key driver for UGC—other media types, such as blog, image and audio—are vital for engaging with consumers."

The Brickfish.com site is already frequented by hundreds of thousands of consumers from the U.S. and countries around the world. The company has successfully launched over 30 digital engagement campaigns showcasing thousands of pieces of brand-specific UGC for well-known companies in the music, fashion, and lifestyles industries.

### About YouthNoise

YouthNoise is the first youth-based social network for social change.

YouthNoise is a nonpartisan, nonsectarian, nonprofit organization that brings young people ages 16-24 together to form a global network for sharing and converting their ideas into action to improve the world around them.

Featuring 100% youth-generated content, YouthNoise.com has registered more than 120,000 youth from all fifty states and more than 170 countries, and welcomes an average of 250,000 unique visitors per month.

Originally founded in 2001 by Save the Children, YouthNoise is now an independent 501C3 organization based in San Francisco, CA. For more information, visit [www.YouthNoise.com](http://www.YouthNoise.com).

### About Brickfish

Brickfish, The Digital Engagement Company, provides a comprehensive platform that connects advertisers and consumers through the world of User Generated Content. The Brickfish platform enables consumers to engage with advertisers by creating User Generated Campaigns for their brands. This approach creates digital communities based on 100% brand-specific content and forms a positive feedback loop between advertisers and consumers. Consumers are recognized and rewarded for participating in Brickfish campaigns as they create, review, vote on, and propagate content across the internet. Brickfish also provides advertisers and content creators with comprehensive propagation and reporting tools to track the progress of their User Generated Campaigns. The company is located in San Diego, California. For more information, please visit [www.brickfish.com](http://www.brickfish.com).

Media Contact:

Brickfish

Ashley Futak- 858.587.2530

[ashley.futak@brickfish.com](mailto:ashley.futak@brickfish.com)