



For Immediate Release

Contact: Ashley Futak  
Brickfish  
Ashley.Futak@Brickfish.com  
858-587-2530 ext 421

## DyeStat Launches Brickfish™ Campaign to Showcase Track and Cross Country Champions

*Popular High School Sports Site Seeks the Best Photo Finish*

SAN DIEGO, CA (November 19, 2007) - Brickfish™, the online content marketing platform, and DyeStat, the Internet home of high school track and field, announced today the launch of the "Photo Finish" campaign located at [www.brickfish.com/Sports/DyeStat?=M\\_Dyestat](http://www.brickfish.com/Sports/DyeStat?=M_Dyestat). The campaign invites athletes, parents and fans to submit videos, audio, blogs or images that illustrate memorable finish line moments. DyeStat representatives will select the winning entry and reward the entrant with running spikes autographed by track superstar, Alan Webb and other Nike athletes attending the Nike Team Nationals.

"DyeStat.com unites athletes and fans across the country and the 'Photo Finish' campaign enables them to embrace their love for track and field and cross country," said Kirsten Leetch of DyeStat. "We're excited to see people's favorite finish line moments and how viral this campaign becomes."

The winner will also receive Nike sunglasses, Olukai sandals, a \$100 Eastbay gift card and a DyeStat T-shirt. In addition, the entrant with the most viral entry will receive Nike sunglasses, Olukai sandals, a \$50 Eastbay gift card and an autographed Nike Team Nationals Poster.

According to Leetch, the Brickfish marketing platform serves as the perfect venue for individuals to compare and share athletic competition stories through User Generated Content (UGC). The Brickfish platform allows users to review and comment on entries and to share their favorite content through email, Instant Messaging and hundreds of Internet sites, elevating overall interaction with brand.

"DyeStat's 'Photo Finish' campaign will help them create a deeper sense of community and loyalty with track and field and cross country athletes and their peers," said Shahi Ghanem, CEO of Brickfish. "The Brickfish platform is an ideal tool for brands trying to leverage the power of UGC and social media. DyeStat's campaign will help them gain exposure to millions of people while using content to drive their brand across the Web."

The "Photo Finish," campaign ends December 20 and is open to U.S. residents only. For more information about Brickfish, visit [www.Brickfish.com](http://www.Brickfish.com).

### About DyeStat

DyeStat, the internet home of high school track and field as well as cross country, has been the leader in high school competitive running for over 10 years. Started by a dad who had a son and daughter involved in the sport as high schoolers who wanted more information available for

fans across the nation, DyeStat has grown to what it is today. With John Dye still leading the way he now has much needed help as the site has grown in the form of BC Sports, DyeStat's current owner, and a gifted staff of writers, photographers and contributors. For more information about DyeStat, go to [www.DyeStat.com](http://www.DyeStat.com).

#### About Brickfish

Brickfish™, the online marketing platform, has created a revolutionary new approach to online marketing that leverages the power of User Generated Content and social media to connect brands with consumers. Brands and agencies use our patent-pending platform to launch online advertising and marketing campaigns that spark the creation of brand-focused UGC, such as blogs, images, video and audio. This content is shared from consumer to consumer via email, IM, and hundreds of social media sites such as MySpace, Facebook, YouTube, and more. Campaign participants are rewarded for creating, voting, reviewing and sharing content, resulting in high-quality brand engagement. The Brickfish platform then tracks consumer interactions with this content and provides detailed analytics on campaign reach, performance and demographics. This results in a powerful viral marketing approach that has proven to be 5 to 10 times more effective than traditional online marketing methods such as display ads or search optimization.

###