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For Immediate Release

Earnest Sewn Partners with Brickfish™ to find Fashion's Highwaisted "Jean-ius"

Premier Denim Brand Creates User Generated Content Campaign to Find Fall's Smartest Style

SAN DIEGO, Calif. (August 1, 2007) - Brickfish™, the online marketing platform, today announced a partnership with premium denim brand Earnest Sewn to launch the "Highwaisted Jean-ius" campaign, a User Generated Content contest that taps into the style IQ of fashionistas and denim addicts alike for the comeback of highwaisted jeans. The campaign, located at www.brickfish.com/fashion/earnestsewn, invites trendsetters to submit their best highwaisted jeans look for the chance to win coveted Earnest Sewn jeans, a favorite among celebrities including Angelina Jolie, Cameron Dias and Natalie Portman.

"We are always interested in seeing how our customers will interpret our designs and our 'Highwaisted Jean-ius' campaign gives us the opportunity to get feedback from our loyal customers at a higher level," said Eleanor Ylvisaker for Earnest Sewn. "Putting this contest online through the Brickfish platform gives us the opportunity to communicate directly with denim lovers and opens up a new category in marketing. This is a fresh and exciting direction for us."

Entrants are asked to submit original digital photos or drawings of their best highwaisted denim looks along with a written description and styling tips. The grand prize winner, selected by Earnest Sewn, will receive each of three new fall washes available in the highwaisted Whiley Trouser style, a \$700 retail value. The winner's name will also be used for a future Earnest Sewn jeans design. One runner up will be chosen by vote-score to win one new fall Whiley Trouser, a \$240 retail value. Anyone can visit the "Highwaisted Jean-ius" campaign on Brickfish.com to view and vote for their favorite entries.

Ylvisaker said they chose to partner with Brickfish because of the company's ability to generate deep consumer engagement through User Generated Content (UGC). The Brickfish platform enables campaign participants to submit their own denim looks, review and vote for competing styles, and to share entries through social networks, email, IM and hundreds of Internet sites. The content driven, peer-to-peer approach of Brickfish makes it easy for consumers to interact with and influence their favorite brands.

“Consumer interaction can play a significant role in propelling new fashion trends and the Brickfish platform allows brands to get first-hand consumer reaction thanks to the collection of consumer ratings and reviews,” said Shahi Ghanem, CEO of Brickfish. “This deeper level of consumer engagement provides a great way for brands like Earnest Sewn to drive consumer interaction and response, ultimately creating strong consumer awareness and brand loyalty. These are key attributes for the trend-focused fashion industry.”

The “Highwaisted Jean-ius” contest ends September 14. For more information and official contest rules visit www.Brickfish.com.

About Earnest Sewn

Earnest Sewn is a denim brand that sets itself apart by consistency in concept and strong lifestyle identity, as well as our overwhelming commitment to product quality and brand. Our concept lies in the idea of mixing the Japanese beauty aesthetic of Wabi-Sabi, with denim’s Americana past. The Earnest Sewn design principle is literally translated as ‘product sewn in earnest’. In staying true to this we incorporate pride in workmanship and commitment to authenticity. The production of each garment is overseen by three people, and they monitor its progress from start to finish, at every stage: design, sewing, and wash.

Those fortunate enough to find a pair of Earnest Sewn in their local retailer will have found a line of denim and denim related products that reflect an unprecedented commitment to quality and individual style. They’ll also find an unwavering appreciation for denim and the fading mystique of American ingenuity and craftsmanship. Each piece of Earnest Sewn is handcrafted to perfection, the end result, an obvious by product of our obsession.

About Brickfish

Brickfish is an online marketing company that has created a new platform for driving consumer interaction and response through User Generated Content (UGC). Companies use the Brickfish platform to launch advertising and marketing campaigns that spark the creation of brand-relevant UGC, such as blogs, images, video and audio. Campaign content is shared in a peer-to-peer fashion via email, IM and thousands of sites across the Web and campaign participants are rewarded for creating, voting, reviewing and sharing campaign content. Brickfish tracks consumer interactions with this content and then provides customers with comprehensive analytics on campaign reach and performance. This approach provides better value than traditional online marketing approaches such as display-based advertising and key word buys. Brickfish is headquartered in San Diego, Calif. with personnel in New York, Chicago, and Los Angeles.

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