



## FIVE LUCKY FANS WILL CREATE SCENES IN THE NEXT *EMILY THE STRANGE* COMIC BOOK

Cosmic Debris partners with Brickfish to run “One Dark & Deadly Challenge,” an online campaign to award fans a once-in-a-lifetime opportunity to display their comic book artistry.

**SAN DIEGO, CA – APRIL 26, 2007 (BUSINESS WIRE)** -- Cosmic Debris, publishers of the infamous *Emily the Strange* comic book series, announced today a partnership with Brickfish to award five lucky fans a chance to create scenes for the next *Emily the Strange* comic book release titled “The Death Issue,” which will be available in stores September 2007.

“One Dark & Deadly Challenge,” which began April 24, 2007, takes place on Brickfish.com and runs until May 20, 2007. Cosmic Debris is looking for members of the public to tap their inner ghoul by designing and submitting a chilling scene that shows imagery of Emily or her cats walking on the Strange Side of Life & Death. Open to all, Emily buffs can visit Brickfish.com to create, vote, review and view the entries (as a free registered member or a guest).

The five winners will have their designs featured in the next edition of Emily’s comic book, “The Death Issue,” which will be available in stores September 2007. The first place winner will receive a full-page spread in the issue, with second to fifth place winners each receiving a quarter-page spread. All winners will also receive a mention on the website, a signed Emily TPB comic, note pads, stickers, a deck of cards and an Emily Bendy figure.

Those interested in participating for free in the “One Dark & Deadly Challenge” can do so by visiting:

<http://www.brickfish.com/Lifestyles/EmilytheStrange>

Cosmic Debris and *Emily the Strange* have evolved gradually over the past 13 years. What started on the streets and in nightclubs now appears in high-fashion magazines worldwide. Emily has achieved street credibility, a cult-like status and is now an international icon. The first *Emily the Strange* comic was a sell-out smash and continues to be a hit with Emily die-hards as well as the general comic community. For more information on Emily and her cats go to: <http://www.emilystrange.com>

The group partnered with new marketing platform Brickfish. The company’s website, Brickfish.com, works in conjunction with the company’s content-posting technology and real-time analytics systems to connect brands and fans together through the world of User Generated Content (UGC). The company also offers free tools to users to publish content across the Internet in one click. Brickfish campaigns support all types of content, such as video, image, audio, and blogs. Brickfish works with globally recognized brands in music, entertainment, fashion, and lifestyles industries.

“Brickfish users are the catalyst behind this contest. We’ve already seen high user engagement in music, fashion and fan art campaigns,” said Lorraine Getz, Business Development Director for Music, Brickfish. “We are thrilled to announce this partnership with Cosmic Debris, kicking off our first relationship in that sector. And we’re especially pleased to help offer *Emily the Strange* fans a unique opportunity to not only contribute to the comic book but interact with fellow fans through the world of user-generated content.”

### 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: <http://www.brickfish.com>.

### About Emily the Strange

With over 2.5 million fans, Emily the Strange has become renown throughout the globe as an individualistic, clever, and unique brand of clothing and accessories. In addition to the Emily fashion brand, the character is the subject of a quarterly comic book from Dark Horse Comics, a line of stationery products and 4 hardbound graphic novels by Chronicle Books, and the anti-hero stars in an upcoming feature film with 20th Century Fox. For more information, please visit: [www.emilystrange.com](http://www.emilystrange.com).

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