



## FAMILY VALUES TOUR FANS INVITED TO CREATE ORIGINAL 2007 TOUR POSTER

*The Family Values Tour partners with Brickfish to select fan-designed 2007 tour poster.*

SAN DIEGO, CA - JUNE 13, 2007 -- One of the greatest brands in summer rock festivals, The Family Values Tour, has announced an online contest open to all fans to design a 2007 promotional tour poster.

To celebrate the start of the tour, The Family Values Team will select the winning artwork to be produced as a promotional tour poster and given away to the first 100 people per show starting this summer. The winner will receive design credit, a copy of the poster and a Hoshino Guitar autographed by the band Korn.

The Family Values Tour selected Brickfish, the people-driven marketing platform, to drive fan interaction, including the ability to submit posters, review designs, vote for and share the designs online.

The Family Values Tour is known for having the best and most distinctive bands in their line up. 2007 headliners are Korn and Evanescence. Heavy-hitting support includes Atreyu, Flyleaf, HELLYEAH and Trivium.

The Family Values Tour brings together the best bands in rock," said Hyder Rabbani, Vice President of Sales and Business Development, of Brickfish. "This contest is a welcome addition to the site. Fans of The Family Values Tour are incredibly fortunate to be able to interact with the tour in an entirely new way. We're hopeful this partnership will also introduce the tour to new fans nationwide."

Brickfish.com has attracted millions of consumers. The company has successfully hosted over 70 online campaigns showcasing thousands of pieces of brand-specific user-generated content for well-known companies in the music, fashion, and lifestyles industries.

The contest ends June 27, 2007 and is located at:

<http://www.brickfish.com/music/familyvalues>

### About Brickfish

Brickfish has created a new approach to online marketing. Our platform enables companies to drive consumer interaction and response through the world of User Generated Content (UGC). Companies can use the Brickfish platform to launch advertising and marketing campaigns that spark the creation of branded, user generated content and peer-to-peer sharing of this content across the Internet.

Our approach is unique and highly personal. All Brickfish campaigns are 100% brand focused and begin by inviting consumers to submit their original brand-centric content (blogs, images, video or audio). Anyone can easily review, vote on, view and propagate this branded content around the Internet. Each interaction with the content increases the time consumers spend with the brand. Brickfish is able to measure these interactions both on Brickfish and across the

Internet, after which we provide our clients with detailed reports that provide both qualitative and quantitative information about their campaigns.

Brickfish campaigns reward consumers for creating content, reviewing, voting, viewing or propagating branded content to the web. Rewards include unique prizes and recognition across the internet. Brickfish is located in San Diego, California. For more information, please visit [www.brickfish.com](http://www.brickfish.com).

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