



For Immediate Release

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## Parfums Givenchy Launches Online Campaign with Brickfish™ to Find One "Very Irrésistible" Slogan

*One Winner Awarded a "Scentsational" Chance to meet Liv Tyler*

SAN DIEGO, Calif. (August 1, 2007) - Brickfish™, an online marketing platform, today announced a partnership with luxury fashion and beauty brand Parfums Givenchy to launch the "Create Your own Slogan for the New Givenchy Fragrance, Very Irrésistible," campaign, a contest inviting beauty enthusiasts to craft a slogan for Parfums Givenchy's print advertisements for the seductive and captivating fragrance, "Very Irrésistible," featuring Liv Tyler. The contest, located at <http://www.brickfish.com/fashion/Givenchy> will award the winner a trip to New York City to meet Parfums Givenchy spokesmodel Liv Tyler in person, as well as a poster featuring the winner's slogan.

"Tapping into the creativity of our consumers is a fun and engaging way to determine what emotions are inspired by the imagery of the ads and the personality of the scent," said Linda Maiocco, vice president of marketing for Parfums Givenchy. "Our Very Irrésistible print campaign featuring Liv Tyler reflects the spontaneity, audacity and sensuality of the Very Irrésistible fragrance, and we are excited to reach out to consumers and find out how their perceptions translate into the perfect slogan."

Entries must be submitted online and include an original slogan. Anyone can review the entries and vote for their favorites. The grand prize winner will be chosen by a panel of judges featuring representatives from Parfums Givenchy. The runner up will be selected based on vote-score and will receive a gift basket from Parfums Givenchy filled with \$250 worth of product and a poster featuring his or her slogan. Ten runners-up will receive samples of the "Very Irrésistible" fragrance.

According to Linda Maiocco, the Brickfish marketing platform serves as the perfect medium to drive the "Create Your Own Slogan for the New Givenchy Fragrance, Very Irrésistible," campaign because it enables a more direct communication link between the brand and consumers using User Generated Content (UGC). In addition, The Brickfish platform allows users to review and comment on entries and to share their favorites through email, Instant Messaging and hundreds of Internet sites, elevating overall interaction with the brand.

"We're excited to be working with Parfums Givenchy because this contest provides them with a powerful way to connect their brand with their customers and to directly gauge the emotions evoked by their Very Irrésistible fragrance," said Shahi Ghanem, CEO of Brickfish. "Scent is a profoundly personal experience - a signature - and this is why connecting the brand with its consumers through the personal expression of UGC is such a strong fit. It's great to see a

global brand like Parfums Givenchy, an LVMH company, embracing this new marketing channel to build a deeper relationship with consumers.”

The “Create Your Own Slogan for the New Givenchy Fragrance, Very Irrésistible” contest ends September 15. For more information about Brickfish visit [www.Brickfish.com](http://www.Brickfish.com).

#### About Parfums Givenchy

Givenchy, one of the leading purveyors of contemporary luxury, has been part of the LVMH group since 1987. Its business is based on two activities: Fashion and Fragrances-Cosmetics. In keeping with the personality of its founder, Hubert de Givenchy, a couturier famed for his extremely refined designs enlivened with a touch of fantasy, Givenchy is known as the ultimate in chic everywhere in the world, with its aristocratic French style nourished by culture, savoir-vivre and opulence.

#### 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. Many features of the Brickfish platform and its underlying technologies are patent-pending. Brickfish is headquartered in San Diego, Calif. with personnel in New York, Chicago, and Los Angeles.

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