



For Immediate Release

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Brickfish "Coifs" Up Luxurious Prizes in the "I Need Hairapy!" Campaign

Online Contest Finally Pays Back For Bad Hair Days

SAN DIEGO, Calif. (July 3, 2007) - Brickfish, an online marketing platform, has announced the launch of the "I Need Hairapy!" campaign, the chance for one winner to transform a bad hair day into the ultimate hair "do". The contest, located at <http://www.brickfish.com/fashion/Hairapy>, invites users to share photos of their worst hair moments for the chance to win their own Ready to Wear Hair from New York's premier salon to the stars, Dov Salon.

Entrants will upload photos of their worst hair moments, explain their horrible hair issues and plead their cases for needing a little "Hairapy." Everyone is encouraged to visit the campaign and choose her favorite hair horror story. The winner will receive a digital consultation with Dov, stylist to the stars, and her own luxurious Dov hair, a value estimated at \$2,000.

Brickfish created the "I Need Hairapy!" campaign to ignite awareness of and participation in the site's variety of entertaining campaigns. The Brickfish platform facilitates deeper consumer interaction through the world of User Generated Content (UGC) by enabling users to submit content, review and comment on entries and to share their favorites through email, Instant Message and hundreds of Internet sites. The content driven, peer-to-peer approach of Brickfish makes it the perfect vehicle for an engaging campaign like "I Need Hairapy!"

"Brickfish created this campaign to raise awareness of follicular challenges and reward the brave individuals willing to share their personal stories," said Karen Robinovitz, fashion & beauty director for Brickfish. "In addition, almost everyone has suffered the phenomenon at one time, making "I Need Hairapy!" an easy way for everyone to experience how simple it is to contribute content to Brickfish campaigns."

The "I Need Hairapy!" contest ends August 29. For more information and full contest rules visit www.Brickfish.com.

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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