



For Immediate Release

Contact: Ashley Futak
Brickfish
Ashley.Futak@Brickfish.com
858-587-2530 x421

Verve Launches Online Campaign with Brickfish™ to Find Fan-Designed Ledisi Tour Poster

Winning Poster Will Illustrate "Lost and Found" Artist's Soulful Sounds

SAN DIEGO, Calif. (August 29, 2007) - Brickfish™, the online content marketing platform, and music label Verve, today announced the launch of the "Design a Tour Poster for Ledisi" campaign inviting R & B fans to create a tour poster for soul songstress Ledisi. The contest, located at <http://www.brickfish.com/music/Ledisi> is searching for the poster that best captures Ledisi's mesmerizing blend of hip hop and jazz.

"The campaign is a great way for Ledisi to connect on a deeper level with her fans by enabling them to create their own representations of her music and to allow others to vote on and review the entries," said Matthew Fitz-Henry for Verve. "The vibe of Ledisi's music, evident on her latest album 'Lost and Found,' is uniquely emotional and intense. We are looking for the fan who can best interpret her energy in an original poster design."

Entrants will upload their original tour poster designs after which anyone can review the entries and vote for their favorites. The grand prize winner will be hand picked by Ledisi from the top 50 entries and will receive an iPod loaded with the "Lost and Found," album, while the poster design will be produced for future use. A second place winner, chosen by vote-score, will win an autographed "Lost and Found" CD and a Verve Swag pack including five CDs from Verve artists.

According to Fitz-Henry, the Brickfish marketing platform serves as the perfect vehicle for Ledisi to bond with existing fans while introducing her music to new listeners through the viral power of User-Generated Content (UGC). The platform offers several content sharing tools that enable users to distribute their favorite creations with friends and peers through email, Instant Messaging and hundreds of Internet sites, increasing the number of people exposed to the artist's music.

"There's a surplus of great music on the Internet but it's difficult to find, so more and more people are looking to their peers for recommendations on what's great," said Shahi Ghanem, CEO of Brickfish. "UGC driven campaigns like this help bring music fans come together so they can share and compare their favorite finds. This campaign serves as a great catalyst for that kind of authentic endorsement and also provides Ledisi with first hand feedback of her music."

The "Design a Tour Poster for Ledisi" campaign ends October 10. For more information about Brickfish and full campaign rules visit www.Brickfish.com.

About Verve

For nearly half a century, Verve Records has stood as one of jazz's most respected and influential institutions, playing a seminal role in the music's development as a recorded art form while working tirelessly to help expand its audience. Verve's rich history includes releasing the very best from Louis Armstrong, Billie Holiday, Ella Fitzgerald, Lester Young, Duke Ellington, Charlie Parker, Dizzy Gillespie, Stan Getz, Dinah Washington, Sarah Vaughn, John Coltrane, and many others. Today, Verve Music Group continues that tradition of great artistry with an active artist roster that includes some of the very best artists in music today such as Diana Krall, Elvis Costello, Jamie Cullum, Ledisi, Herbie Hancock, Loreena McKennitt, The Brazilian Girls, and more.

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.

###