



For Immediate Release

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## Moosejaw Launches Brickfish Campaign Seeking Winter's Coolest Snowboard

### *Outdoor Sports Retailer Turns to Customers for Branded Snowboard Designs*

SAN DIEGO, CA (November 19, 2007) - Brickfish™, the online content marketing platform, and outdoor sports retailer, Moosejaw, today announced the "Design a Snowboard for Moosejaw" campaign located at [www.brickfish.com/Sports/MoosejawSnowboardDesign?m\\_moosejawpr](http://www.brickfish.com/Sports/MoosejawSnowboardDesign?m_moosejawpr). The campaign invites outdoor enthusiasts to design a Moosejaw branded snowboard for the opportunity for one winner to hit the slopes with a new Arbor snowboard and bindings.

"Gear is everything when it comes to winter sports. Our 'Design a Snowboard for Moosejaw,' campaign lets snowboard fans demonstrate their style like never before," said Indy Bishop for Moosejaw. "Snowboarding is just as exciting for spectators so we encourage everyone to view the entries and vote for the sickest style."

The grand prize winner will be hand selected by the Moosejaw team. In addition, the creator of the most viral entry will receive a \$100 Moosejaw gift card.

According to Bishop, the Brickfish marketing platform creates an ongoing dialogue between retailer and consumer through User-Generated Content (UGC). 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 retailer.

"This UGC campaign gives Moosejaw a powerful way to connect its brand with action sports enthusiasts across the Web," said Shahi Ghanem, CEO of Brickfish. "Peer recommendations and consumer to consumer marketing are critical in this market and fans are constantly looking to their friends for guidance on the best gear and places to buy. We're certain that the 'Design a Snowboard for Moosejaw' campaign will help the company increase both sales and brand equity."

The "Design a Snowboard for Moosejaw," campaign ends December 20. For more information about Brickfish, visit [www.Brickfish.com](http://www.Brickfish.com).

#### About Moosejaw

Moosejaw sells the best outdoor gear and apparel in the world and has the most fun doing it. Operating 7 retail stores and a huge online business, Moosejaw has become a major player in the outdoor industry.

#### About Brickfish

Brickfish™, the online marketing platform, has created a revolutionary new approach to online marketing that leverages the power of User Generated Content and social media to connect brands with consumers. Brands and agencies use our patent-pending platform to launch online advertising and marketing campaigns that spark the creation of brand-focused UGC, such as blogs, images, video and audio. This content is shared from consumer to consumer via email, IM, and hundreds of social media sites such as MySpace, Facebook, YouTube, and more. Campaign participants are rewarded for creating, voting, reviewing and sharing content, resulting in high-quality brand engagement. The Brickfish platform then tracks consumer interactions with this content and provides detailed analytics on campaign reach, performance and demographics. This results in a powerful viral marketing approach that has proven to be 5 to 10 times more effective than traditional online marketing methods such as display ads or search optimization.

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