



For Immediate Release

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Geffen Records and Brickfish™ Ask Fans to Design Tour Poster for Rooney

Online Campaign Will Showcase Winning Creation on Pop-Rock Band's Web site

SAN DIEGO, Calif. (July 31, 2007) - Brickfish™, the online marketing platform, today announced a partnership with Universal Music Group's Geffen Records to launch the "Design a Tour Poster for Rooney" campaign, a contest asking music fans to create the ultimate tour poster for 80's-pop inspired band, Rooney. The contest, located at <http://www.Brickfish.com/music/PosterforRooney>, will reward the winner with an autographed copy of the winning poster and also make the winning design available on the Rooney site as a free download for fans. The poster design can also feature Indie-darlings, The Hush Sound, who will join Rooney on a number of tour dates.

"To celebrate the July release of Rooney's highly-anticipated sophomore album 'Calling the World,' we are calling on Rooney fans and music buffs to help us create a cool tour poster," said Victoria Torchia of Geffen Records. "Rooney band members thrive on the tight relationships they have with their fans, so they are thrilled to review the entries and personally hand-select the winner. The band wants fans to get wild and creative with some off-the-wall art!"

Entrants will create and submit an original tour poster design that captures the sound and energy of the pop-rock group. The band, including members Robert Schwartzman (vocals/guitar), Taylor Locke (guitar), Matt Winter (bass), Louie Stephens (keyboards), and Ned Brower (drums), will hand select the winner. The winning design will be available for download on www.rooney-band.com and the creator will receive an autographed copy of the winning design and the new CD, "Calling the World," also autographed. One second place winner, chosen by vote-score, will also receive a signed CD and official Rooney poster, and a third place winner will receive a signed CD. Anyone can visit the campaign to review, vote for and share their favorite entries.

According to Torchia, the Brickfish marketing platform offers a unique way for Rooney's fans to interact with the band through User Generated Content (UGC), a ground-breaking way for musicians to involve their fans in the music experience. Brickfish also allows users to review and comment on entries and to distribute their favorites through email, Instant Messaging and hundreds of Internet sites, permitting them to share their ideas to thousands.

"We're very pleased to be working with Geffen Records," said Shahi Ghanem, CEO of Brickfish. "The Brickfish content marketing platform has consistently shown the ability to increase fan engagement with the bands. Running this UGC campaign in conjunction with Rooney's

upcoming album release and tour will allow Geffen Records to provide a whole new level of connection between the band and their fans.”

The “Design a Tour Poster for Rooney” contest ends August 30. For more information about Brickfish, visit www.Brickfish.com. For more information about Geffen Records, visit www.geffen.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. 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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