



For Immediate Release

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Samsung Launches Brickfish™ Campaign to Find “Your Baby Love”

Consumer Electronics Innovation Leader Promotes Camcorder by Inviting Aspiring Artists to Share Renditions of Nicole Scherzinger’s Hit Single

SAN DIEGO, CA (January 2, 2008) - Brickfish™, the online content marketing platform, and consumer electronics innovation leader Samsung Electronics, today announced the launch of the “Your ‘Baby Love’” campaign, inviting aspiring singers and fans of sexy songstress, Pussycat Dolls’ lead singer Nicole Scherzinger, to submit their best “Baby Love” video performances. Located at <http://www.brickfish.com/Entertainment/SamsungYourBabyLove?=prsam> and powered by Brickfish™, the campaign will award the most popular performer a Samsung 40-inch LCD HDTV and Samsung MX10 flash memory camcorder.

“Connecting with fans is important to me and this unique campaign lets them get involved in my music on a deeper level,” said Nicole Scherzinger. “I look forward to the diversity of talented entrants and to seeing how my music is interpreted.”

Entrants will upload their own versions of Nicole Scherzinger’s smash hit “Baby Love.” Anyone can view and vote on the entries online. A grand prize winner will be selected from the top 100 entries with the highest vote-score. The second place winner will receive a Samsung MX10 flash memory camcorder and the third place winner will receive a Samsung P2 portable media player.

“Being featured in Nicole Scherzinger’s video for ‘Baby Love’ was great and we are excited to integrate music lovers into the experience,” said Reid Sullivan vice president of marketing for Samsung Electronics America. “User-Generated Content (UGC) is a great tool to help us engage with consumers at a new level. We are excited to leverage our involvement in Nicole’s video to connect with them in such an entertaining way.”

According to Sullivan, the Brickfish marketing platform creates the perfect opportunity for Samsung to connect with consumers and promote the MX10 flash memory camcorder through UGC. The platform also enables 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 Samsung brand.

“The ‘Your “Baby Love”’ campaign is a unique way for Samsung to introduce consumers to innovative products like the MX10 flash memory cam,” said Hyder Rabbani, vice president of sales and business development for Brickfish. “Leveraging the power of UGC and social media, the Brickfish platform creates a dialogue between the brand and consumer. We look forward to helping Samsung promote its products across the Web.”

The "Your 'Baby Love'" campaign ends February 4, 2008. For more information about Brickfish, visit www.Brickfish.com.

About Samsung Electronics America

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc., a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, advanced digital consumer electronics and home appliance products, including HDTVs, home theater systems, MP3 players, refrigerators and laundry machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the HDTV market leader in the U.S. and is the only manufacturer that produces all four major digital television technologies. Please visit www.samsung.com for more information.

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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