



## THE MONOLITH FESTIVAL AT RED ROCKS OPENS SUMMER FESTIVAL POSTER DESIGN TO THE PUBLIC

The MONOLITH Festival at Red Rocks partners with Brickfish to find undiscovered talent and reward active fans.

**SAN DIEGO, CA - MARCH 29, 2007 -- (BUSINESS WIRE)** The MONOLITH Festival at Red Rocks is offering the public a chance to design their summer poster. The festival, which provides indie and unsigned bands the opportunity to gain exposure, is expanding their quest by offering undiscovered talent a chance to get their artwork featured as the official festival poster.

The "MONOLITH Festival at Red Rocks Poster Challenge," which began on March 16, 2007, takes place on Brickfish.com and runs until April 16, 2007. The festival team is looking for the public to upload their poster designs that highlight the heart and soul of the festival. Open to the public, anyone can come to Brickfish.com to vote, review and view the entries (as a free registered member or a guest). Fans of the entries will influence the festival team's choice on the winning poster.

The winning artwork will be hand selected by the MONOLITH festival team and used by MONOLITH as a summer poster promotion for the festival. The winner will receive a round trip airline ticket to the festival (from US destinations), 2 all-access VIP tickets (includes Backstage Lounge) and MONOLITH merchandise. The winner will also receive exposure including promotion of the artwork on the official MONOLITH MySpace profile for 3 weeks, a live interview on Mania TV, a featured news article on monolithfestival.com and a mention in the official festival Program Guide.

Other entries will also receive festival tickets elected solely by fans.

"After working with Brickfish on a number of other projects, they were our first choice to introduce the Monolith Festival", said Josh Baker from MONOLITH. "This campaign will kick-off our promotional efforts for the event, while allowing us to feature some great artwork."

Those who would like to participate in the "MONOLITH Festival at Red Rocks Poster Challenge" can enter, vote, review and view entries for free online at <http://www.brickfish.com/music/MonolithFestival>.

The group partnered with new marketing platform, Brickfish. The company's website Brickfish.com works in conjunction with the company's content posting technology and real-time analytics systems to connect bands and fans together through the world of User Generated Content (UGC). Brickfish's online marketing platform rewards users for engaging with bands by creating, reviewing, voting on, and viewing branded content on the web. The company also offers free tools to users to publish content across the internet in one click. Brickfish campaigns support all types of content, such as video, image, audio, and blogs. Brickfish works with globally recognized brands in music, entertainment, fashion, and lifestyles industries.

### About Brickfish

Brickfish, The Digital Engagement Company, provides a comprehensive platform that connects advertisers and consumers through the world of User Generated Content. The Brickfish platform enables consumers to engage with advertisers by creating User Generated Campaigns for their brands. This approach creates digital communities based on 100% brand-specific content and forms a positive feedback loop between advertisers and consumers. Consumers are recognized and rewarded for participating in Brickfish campaigns as they create, review, vote on, and propagate content across the internet. Brickfish also provides advertisers and content creators with comprehensive propagation and reporting tools to track the progress of their User Generated Campaigns. The company is located in San Diego, California. For more information, please visit [www.brickfish.com](http://www.brickfish.com).

### About the MONOLITH Festival at Red Rocks

September 14th and 15th of 2007, Red Rocks Amphitheatre will be hosting "MONOLITH," the largest music festival to date to grace the grounds of the "Best Live Music Venue in North America." The 2007 MONOLITH Festival will feature over 70 performing artists, 4 stages, VIP Lounge, an interactive gaming area and more.

[www.monolithfestival.com](http://www.monolithfestival.com).

Media Contact:

Brickfish

Ashley Futak - 858.587.2530

[ashley.futak@brickfish.com](mailto:ashley.futak@brickfish.com)