



## BEAUTY LOVERS INVITED TO DESIGN PACKAGING FOR THEBALM'S SHADYLADY EYE SHADOW AT BRICKFISH.COM

*theBalm and Sephora partner with Brickfish to select consumer—designed packaging for theBalm's shadyLady eyeshadow to be sold through Sephora.*

SAN DIEGO, CA - JUNE 14, 2007 --theBalm, one of the most coveted brands in beauty, and beauty retail giant, Sephora, announced today a partnership with Brickfish to offer aspiring artists and beauty junkies alike the chance to design the packaging of one of their signature products, shadyLady eye shadow.

Ideas can be submitted to the "Create a shadyLady Eye Shadow Design" contest from May 31-July 1 at [www.brickfish.com/thebalm](http://www.brickfish.com/thebalm). One design will be hand-selected by theBalm and produced and showcased by Sephora. In addition to adding a personal flair to the packaging, the lucky winner will also get the once in a lifetime chance to consult on the color and name of the product.

Marissa Shipman founded theBalm out of her kitchen a few years ago and has since grown the brand into a household name for fashion and beauty lovers everywhere. theBalm is known for its super-fun packaging, vibrant colors, and insider cool-girl image. Shipman's passion for beauty and enjoyment for creating products inspired by her favorite colors was the motivation for creating a campaign to give consumers the opportunity to create something from scratch and see it come to life.

theBalm selected Brickfish, the consumer-driven marketing platform, to drive brand interaction through user generated submissions. The Brickfish platform enables campaign participants to submit shadyLady packaging ideas, review and vote for competing designs, and to share the designs through email, IM and hundreds of Internet sites. Brickfish's content driven, peer to peer approach makes it easy for consumers to interact with and influence their favorite brands.

"theBalm is representative of the kinds of partnerships Brickfish is creating in our fashion and beauty category - full of fun with the kind of prizing that allows for insider access that money can't buy," says Karen Robinovitz, fashion & beauty director for Brickfish.

### About Brickfish

Brickfish has created a new approach to online marketing. Our platform enables companies to drive consumer interaction and response through the world of User Generated Content (UGC). Companies can use the Brickfish platform to launch advertising and marketing campaigns that spark the creation of branded, user generated content and peer-to-peer sharing of this content across the Internet.

All Brickfish campaigns are 100 percent brand focused and begin by inviting consumers to submit their original brand-centric content (blogs, images, video or audio). Anyone can easily review, vote on, view and propagate this branded content around the Internet. Each interaction with the content increases the time consumers spend with the brand. Brickfish is able to measure these interactions both on Brickfish and across the Internet, after which we provide our clients with detailed reports that provide both qualitative and quantitative information about their campaigns.

Brickfish campaigns reward consumers for creating content, reviewing, voting, viewing or propagating branded content to the web. Rewards include unique prizes and recognition across the internet. Brickfish is located in San Diego, California. For more information, please visit [www.brickfish.com](http://www.brickfish.com).

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