



# Endless Summer

BEAT THE HEAT WITH HAUTE PRIZES

## Product Media Report

### Hi BERRY PERRY!

I'd like to share with you, the **Endless Summer Giveaway "Beat the Heat with Haute Prizes"** with **MalPearson.com**, in which **Berry Perry** participated, was a huge success. The overall campaign received **455,000** entries and over **1.2 million impressions**. Berry Perry was featured for a daily giveaway on July 14, 2011.

We gave Berry Perry a banner ad on the site for a full day. (**Please view the second page for screen shots of product exposure.**) We had such an outpouring of positive feedback from our Berry Perry giveaway, we would love the opportunity to work with you again. Please keep us in mind for any future media requests you might have and let us know if there is anything we can do for you!

If you are interested in any editorial or brand integrated media with Mal Pearson, please contact our **PR Coordinator, Lauren Myers** at **laurenmyers@malpearson.com**.

Provided is a link to the Berry Perry product placement in Mal Pearson's segment on the CW's **The Daily Buzz**: <http://youtu.be/tg3NAD3k8TQ>

Thank you again for your participation and we look forward to working with you in the future!

*Mal Pearson and the MalPearson.com staff*

### Exposure Stats:

Overall *Giveaway Entries*.....455,000

Overall *Brand Entries*.....6,373

*YouTube Impressions*.....561,962

National TV Media Impressions **1.2 Million** via *The Daily Buzz*



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## Product Exposure & Messaging

on [EndlessSummerGiveaway.com](http://EndlessSummerGiveaway.com)

### TODAY'S PRIZE



#### WHAT IS THE ENDLESS SUMMER GIVEAWAY?

Beauty and Style gurus Mal Pearson, Andrea from Andrea's Choice, and Jessica Harlow have joined forces to give back to their fans. During the month of July, we're giving out over \$50,000 worth of prizes, including an Ultimate Grand Prize worth over \$5,000! Register and join in the fun.

[Click for Rules & Regulations.](#)

#### REGISTER TODAY

You must be registered for our mailing list to sign up for giveaways.

[Click here to Register!](#)

#### Sign-In

Email \*

Submit



#### Mal Pearson Live

TODAY'S FUN-CTIONAL PRIZE! Quite simply - the Berry Ball is your bra's new brest friend. Save your bras, lingerie and swim with the Berry Ball & Bag care kit, a rather clever set that lets you wash your delicates in the washing machine - without them being destroyed! For more info visit [www.berryperry.com](http://www.berryperry.com). To ENTER to WIN visit [www.EndlessSummerGiveaway.com](http://www.EndlessSummerGiveaway.com).



#### MalPearsonLive Mal Pearson

Sav bras lingerie & swim w/ the BERRY BALL! Wash ur delicates n the washin machine w/out them bn destroyed! WIN @ [EndlessSummerGiveaway.com!](http://EndlessSummerGiveaway.com)



Today's Pop-up Giveaway: Berry Perry provides "fresh fashion" in delicate trims, soft laces, and rich colors. The Berry Ball is a unique sphere-shaped bra and panty-washing aid with vent holes to allow water to flow freely during a wash or rinse cycle. To learn more, visit [www.berryperry.com](http://www.berryperry.com).

[ENTER FOR THE BERRY PERRY BALL & BAG TRAVEL CARE KIT](#)