

For Immediate Release

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ANNOUNCING THE MOST COMPETITIVE JOB SEARCH YET...

ACCOUNT EXECUTIVE SURVIVOR

On the Island of Manhattan, Eight Contestants Vie for One Position as an Account Executive at DiMassimo Brand Advertising

New York, NY, September 15, 2003 – They may not be on a deserted island or in the middle of the jungle, but the competition will surely be fierce on Cooper Square in the middle of the island of Manhattan. Beginning Monday, September 15th, eight contestants will be living, eating, sleeping, and breathing advertising for one week as they vie for one open job as an Account Executive at DiMassimo Brand Advertising.

Chosen from hundreds of resumes and videotapes submitted, these lucky eight contestants will take part in a rigorous week of competition, with one man or woman standing at the end of the week holding a job offer from DiMassimo. The contestants are:

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| Farah-France Marcel, 25, Laurelton, NY | Seth Kaplan Gaffney, 21, Dix Hills, NY |
| Michelle Lynne Mandara, 22, Darien, CT | Bjorn Farrugia, 26, Melbourne, Australia |
| Karine Ng, 23, Palo Alto, CA | Louie S. Cordova, 24, Sante Fe, NM |
| Annie O'Rourke, 22, Essex Fells, NJ | Hanen Yan, 22, Flushing, NY |

Getting to the quintessential finish line won't be easy, here's how it all works: The contestants will work together as a team (the eight contestants will be divided into (2) teams of four) and separately for one week on advertising challenges such as:

- **The Buzz Challenge for Crunch Fitness** – contestants will be given a budget of \$500 and are expected to develop and implement a campaign that gets "buzz" throughout New York City.
- **More than a Mint Under the Pillow** – contestants will be charged with creating a new advertising campaign geared at introducing a younger audience to The Plaza Hotel.
- **Handling a Client Crisis** – contestants will have to answer a phone call dealing with a "mock" client crisis; contestants will be judged on how calmly they deal with the situation and whether or not they win over the client.
- **Advertising Aerobics** – led by Mark DiMassimo this new form of workout meshes the world of advertising with the world of aerobics.

"This industry is all about survival," explained Mark DiMassimo, Creative Director and Founder, DiMassimo Brand Advertising. "Whether you are pitching against 30 agencies for a piece of business or you are one of 500 people vying for an open position – it isn't about glamour or fame. It's about working hard, understanding client's needs and believing in yourself. That's how we've flourished over the past seven years, and that's how one of these folks will end up getting a job."

The voting off process, which begins on day two, will be based on confessional pleas that will be taped each day and the close monitoring by a team of experts who will judge each contestant on attitude, creativity and ambition. Similar to the TV show, each contestant will be allowed to bring one luxury item with them and the DiMassimo version of “immunity” will choose one person each day that will be able to sleep on an Aero Bed. Each contestant will also be assigned an agency mentor who will help guide them through the often titillating and exciting world of advertising and be given a week-pass at Crunch Gym where they can workout and shower each morning.

The competition begins on Monday, September 15th at 10:0 a.m. and concludes on Friday, September 19th. The winner will be announced the following Monday, September 22nd. While no one will need to eat vermin of any kind, they will have to prove their abilities to survive by rolling with the punches while developing, implementing and dealing with the ever-present “surprise call” from a client in need.

“This is not only about being able to prove themselves, but also about being given an opportunity to shine and strut their stuff,” added Lee Goldstein, Managing Partner, DiMassimo Brand Advertising. “We hope that even those people that get voted off will still be able to keep their heads up high because throughout this process they have not only tested themselves in real life agency experiences but challenged and pushed themselves beyond even their own expectations.”

For more information about the Account Executive Survivor program visit www.dimassimo.com and click on the link for the program.

About DiMassimo Brand Advertising:

DiMassimo is one of the last great independent agencies, which hasn't had to merge or close its doors in this time of slashed advertising budgets and fierce competition between industry giants. Instead they've been a true survivor, developing ideas that move business and winning three new accounts in the past year including: Comcast, TCI College and AMS Insurances Services. Additionally, DiMassimo has been able to retain key clients like Instinet, Crunch Fitness, and The Plaza Hotel. DiMassimo is truly surviving in one of the worst economic down turns in the history of the advertising industry. Additional information can be found at www.dimassimo.com.

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Mark DiMassimo and Lee Goldstein are available for interview.

A complete schedule of events and activities for the week is also available upon request.