

**SAMMY SOSA, MARK MCGWIRE, JERRY SPRINGER AND FAB
DETERGENT MAY DETERMINE THE FUTURE OF OUR PRESIDENT**

*DiMassimo Brand Advertising Surveys Americans On How Different Types Of
Information Affects Their Opinion Of The President*

Heroes, trash TV and brand loyalty prove to have a real effect on the way our country is thinking. According to a recent survey conducted by DiMassimo Brand Advertising in New York City, 69% of those people who closely followed the Sosa/McGwire homerun race felt that President Clinton should be impeached as compared to recent polls that only 32% of the general public feel that Clinton should be impeached. Baseball heroes were not the only ones to affect our country's opinion of Clinton with 60 Minutes viewers a close second.

The "Emotional Distance Survey" informally queried 1,200 people across the country about their views on the Clinton scandal compared to their viewing, reading, web surfing and purchasing habits. The survey discovered that those people who were loyal to brands found themselves siding with Ken Starr -- 57% of "brand loyal shoppers" had a low opinion of Clinton while 74% of those people who said that they had read or heard distressing news about a brand they once believed in had a higher opinion of Clinton.

"Being in advertising, one needs to be extremely aware of how consumers are influenced by the world around them. Nowadays, American people have access to much more information than ever before -- and a major portion of it is negative," explained Mark DiMassimo, creative director and president of DiMassimo Brand Advertising. "This phenomenon is creating disbelief, lower standards and doubt among our population. In turn, this is working in Clinton's favor by swaying the opinion of the American public. This phenomenon is called -- emotional distancing."

Other interesting findings include:

- **Of the four big networks -- FOX viewers had the highest opinion of Clinton as compared to any of the other networks.**

- **Heavy Internet users were less affected by the Clinton scandal as compared to those people who rarely use the Internet.**
- **Of the big four networks -- CBS viewers had the least favorable opinion of Clinton as compared to any of the other networks.**

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READING MATERIALS

Newsweek and Time readers are seven times more likely to feel favorable toward Clinton than those people who are heavy Entertainment Weekly and Us Magazine readers.

National Inquirer readers had the highest opinion of Clinton than readers of any other magazine or newspaper.

People who frequently read the gossip section had a more favorable opinion of Clinton than those who read any other section of the newspaper.

BRAND LOYALTY

77% of people who purchased direct response products had a favorable opinion of Clinton.

57% of those people who said that they were loyal to more than one brand had a low opinion of Clinton. Of those people who were brand loyal to food products, 81 of them felt that Clinton should be impeached.

74% of people who said that they had read or heard distressing news about a brand they once believed in had a high opinion of Clinton.

HEROES

Only 8% of those surveyed said that they had heroes. A whopping 83% of people who said that they have heroes had a favorable opinion of Clinton.

70% of those people surveyed said that they recently learned something negative about their hero that ruined "the heroic image" -- of that group, 90% had a favorable opinion of Clinton.

SPORTS

69% of those people that closely watched the Sosa/McGwire homerun race felt that Clinton should be impeached. 73% who have read stories on McGwire and Sosa's lives had a negative opinion of Clinton also.

Those people who believed McGwire's homerun record was tainted by his "supposed" drug use had a higher opinion of Clinton than those who didn't believe the rumors.

Baseball fans surveyed after the homerun race was over had a more positive view of Clinton than while the race was on.

Mark DiMassimo, founder and Chairman of DiMassimo Brand Advertising, is available for interviews.