

For Immediate Release

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FINALLY SOMEONE ASKS THE QUESTION THAT'S BEEN ON EVERYONES MIND...

WHO WANTS TO KICK A MILLIONAIRE'S ASS?

DiMassimo Brand Advertising Introduces A New Program With Crunch Fitness Giving People A Million Reasons To Get In Shape

First there was a way to become a millionaire... then there was a way to marry one... and now finally at a time when the country has had its fill of millionaires, DiMassimo Brand Advertising has created a way for Crunch Fitness to give people the chance to kick one's ass!!! Yeahhhhhh!

That's right, as part of a national advertising campaign, DiMassimo Brand Advertising and Crunch Fitness will be searching for one lucky person who will have the opportunity to go one-on-one against a millionaire – and kick their big, money spending, expensive car driving, flashy clothes wearing, ass. Supported by an extensive print and broadcast campaign which includes buys on *Time Warner Cable*, and in *The Village Voice*, the program will invite consumers to take part in the contest by logging onto Crunch's website (www.crunch.com). The winner, picked randomly, will receive 10 free weeks of either boxing or kick-boxing lessons at a Crunch gym, and will then take to the ring against a millionaire and kick their materialistic, Platinum American Express Card using, country club going, ass. Yeahhhh!!!!

“What better way to finally put an end to this millionaire bug that has been attacking this country then to give it an old-fashioned ass whoppin’. Not only are we giving folks a chance to get their aggression out against this millionaire craze, but we’re giving them a million ass kicking reasons to get into shape,” explained Mark DiMassimo, president and creative director of DiMassimo Brand Advertising. “We’re reinventing what advertising can and cannot do. This campaign is only the beginning of a long list of different and offbeat things that we plan to do with Crunch.”

With offices in New York and San Francisco, DiMassimo was founded in 1996 by President and Creative Director Mark DiMassimo. Clients include Gateway Computers, SmartMoney.com, YouDecide.com, MasterCard and eDiets.com.

Mark DiMassimo, President of DiMassimo Brand Advertising, is available for interviews.