

For Immediate Release

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THIS SATURDAY, MARNI ROSENTHAL WILL NOT MARRY RICK ROCKWELL, BUT SHE WILL HAVE THE CHANCE TO ...

KICK RICK'S BUTT

New York, New York – September 18, 2000 -- Eight months ago when he first took center stage, Mr. Rockwell was offering himself up to marry one lucky woman. Even after a failed marriage with Darva and a barrage of depreciating media, Rick Rockwell is offering himself up to the American public once again...but this time it's to take to the ring and go head-to-head with one lucky Crunch gym member – Marni Rosenthal.

That's right, Crunch gym has selected this lucky aspiring actress from New York to square off in the ring with The Rock-well. Marni was selected as a winner from 160,083 people who took part in the online contest – “Who Wants To Kick A Millionaire’s Butt?” – sponsored by Crunch. Marni is currently enrolled in an aggressive kickboxing-training program at Crunch Lafayette in preparation for the big fight, which will take place this Saturday, September 23rd. The events are scheduled to begin at 8:00 p.m. (doors open at 7:00 p.m.) at Crunch Lafayette in downtown Manhattan, 404 Lafayette Street, in New York City. On Saturday night, Marni will get the chance to do what so many of us have been longing to do...kick Rick Rockwell's butt!

As for Marni's competitor, the 20-year veteran of stand up comedy, Rockwell will receive \$20,000 to donate to the charity of his choice for participating in the fight. "After giving women a chance to win my heart, I thought the next logical step would be giving one a chance to kick my butt," explains Rockwell.

About 5 months ago DiMassimo Brand Advertising and Crunch Fitness teamed up and launched the "Who Wants to Kick a Millionaire's Butt?" contest. On April 21st, on national TV (FOX) Mark DiMassimo challenged Rick Rockwell to be the Millionaire. Rockwell will enter the ring on Saturday to represent all the millionaires for the fight of his life.

Up to 1000 people will be able to actually view the fight in person. **Tickets for Saturday's events - including the World Kickboxing Championships and "Who Wants to Kick a Millionaire's Butt?" - are currently being sold in advance on a first come, first served basis at Crunch Lafayette, 404 Lafayette Street. Tickets are \$25 for general admission and \$50 for ringside. Proceeds benefit the World Kickboxing Association. For additional information and directions, please call Crunch Lafayette (212) 614-0120.** Those unable to attend in person can log on to www.crunch.com to view a webcast of the event.

"This makes DiMassimo and Crunch 'Guerilla Marketers of the Year' -- it's in the bag," commented Mark DiMassimo, President and Executive Creative Director of DiMassimo Brand Advertising. "This match encompasses what America is all about - it's going to be the greatest fight of the millennium."

Marni Rosenthal quotes, "I'll float like a butterfly, sting like a bee, there's no way Rockwell can catch me."

"I can say with certainty that Crunch lives up to its motto of 'no judgements,'" explains Doug Levine, Founder and CEO of Crunch. "We couldn't possibly get a better millionaire, Rick Rockwell has a sense of humor and is doing this for a charitable cause. It doesn't hurt that the public would love the chance to see him get his butt kicked – and, of course, I mean that in the nicest possible way."

DiMassimo Brand Advertising currently boasts \$150 million in billings and 100 employees and was founded in 1996 by President and Executive Creative Director Mark DiMassimo. Clients include The Plaza Hotel, BUYandHOLD Securities, YouDecide and SmartMoney.com, among others.

CRUNCH, founded in 1989, is the leading fitness entertainment brand in the country with locations in New York, Los Angeles, San Francisco, Mission Viejo, Miami, Chicago, Atlanta and Tokyo. The CRUNCH brand includes innovative group fitness programming, television shows, exercise music, books, videos and apparel. To learn more about CRUNCH visit us at www.crunch.com.

Interviews are available with Rick Rockwell, Marni Rosenthal, Doug Levine and Mark DiMassimo, upon request.