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INTRODUCING THE FIRST EVER SUPERMARKET DIET

*DiMassimo Brand Advertising Develops A New Campaign for eDiets.com Hitting People
At The Time of Purchase Rather than the Time of Consumption*

Perhaps the biggest enemy to a struggling dieter is the supermarket. Each week, as they stroll up and down the aisles, they come to face-to-face with every dieter's archenemy: **Ring Dings, Cool Ranch Doritos, Oreos**...you name it. The struggle dieters are faced with as they try to keep their cart on a steady course is a trying one.

That's why when DiMassimo Brand Advertising suggested to ediets.com, an online dieting program, that they develop a national advertising campaign concentrating on in-store advertisements – it made perfect sense. The campaign, which focuses on the message – “*Everything you need to diet well can be bought at the supermarket*” – will be found on grocery-carts, floor minders and yes, even fruit. An integral part of the campaign will be stickers on fruit with incentives such as “Go, girl”, “-----“ and “_____” -- all tagged with ediets.com.

“I think that all too often people look at dieting as something that really begins in the home,” explained Mark DiMassimo, President and Executive Creative Director for DiMassimo Brand Advertising. “But a fridge doesn't get packed with cookies and ice cream magically. Our advertising campaign focuses on where decisions are made about what to eat -- the supermarket. It makes perfect sense to hit people with messages about dieting and taking care of themselves when they are thinking about filling that fridge.”

DiMassimo will launch a fully integrated national campaign, including local and national print and radio, for eDiets.com beginning in April. The mixed media campaign has an estimated budget of \$4 million.

“We, along with eDiets.com, believe that this is an innovative approach to weight-loss and will redefine and revolutionize the standards of this chronically static category,” explained Carol Holsinger, Creative Director of DiMassimo Brand Advertising. This breakthrough approach to “e-dieting” will infuse new life into the stale pulse of the dieting world. Unlike most diet ads, which focus on physical images, the new advertising campaign for eDiets.com will focus on the emotional issues involved in weight gain and loss rather than just the physical ones.”

DiMassimo Brand Advertising currently boasts \$150 million in billings and 80 employees and was founded in 1996 by President and Executive Creative Director Mark DiMassimo. Past and present clients include Kozmo.com, The Plaza Hotel, Liveprint.com, Crunch Fitness, MasterCard, YouDecide.com, SmartMoney.com and Lotus Sports Cars.

Mark DiMassimo, President and Executive Creative Director of DiMassimo Brand Advertising and Carol Holsinger, Creative Director of DiMassimo Brand Advertising are available for interviews.