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**CONTACT: Ronn Torossian
(212) 896- 1289
ronn@kcsa.com**

**NATIONAL SURVEY SHOWS NEARLY HALF OF URBAN AMERICA
BELIEVES THERE IS A FULL BLOWN RECESSION**

*Sixty-Six Percent Believe The Stock Market Will Get Worse Before It Gets Better
In Research Report Issued Today By P. Diddy Owned Company*

NEW YORK, N.Y., August 8, 2002 -- Blue Flame Marketing and Advertising, a lifestyle Marketing Company, led by CEO Sean "P. Diddy" Combs announced results today of a national survey of Six-Hundred and Fifty-Nine people (659), representing urban America's opinions regarding the economy, and financial situation facing America today.

ARE WE FACING A FULL BLOWN RECESSION?

Amid continued worries of a struggling economy, 9.9% of those surveyed "strongly agree" that "America is in a full-blown recession," while 36% "agree" "America is in a full blown recession." Only 2.2 % of those surveyed strongly disagreed with the statement.

Interestingly, 22.1 percent of those surveyed "strongly agree" that "The Stock Market is going to get worse before it gets better," and 43.8 agree "The Stock Market is going to get worse before it gets better."

"It is quite clear that America is facing economic difficulties for a variety of reasons, and urban America clearly remains quite concerned about the financial markets, job security, prosperity and the general economy," said Jameel Spencer, President of Blue Flame Marketing.

WHERE SHOULD YOU INVEST YOUR MONEY?

In response to the questions "Which of the following is the best investment right now?" surveyors responded as follows: 30% cited "real estate", 27% said "fixed income", 17.5% said "mutual funds", and 7.3% said "stocks."

17.2 months was the time that most urban Americans believe it will take "before the markets recover", while males were more pessimistic than females, with females believing it will take 16.9 months, and males believing it will take 18.4 months.

"Real estate is seen as a relatively safe investment today as historically prices have risen even during difficult times, which urban Americans see as lasting for about another year and a half," said Guy Primus, Vice President of Strategy and Planning at Blue Flame Marketing and Advertising.

(more)

WHY DOES THE MARKET SUFFER?

With the anniversary of the tragic events of September 11th just around the country, the survey found that even more than the Enron and WorldCom crisis, Americans view domestic terrorism as the major reason for the dismal economy.

In response to the question “What is the reason for the stock market’s current situation?” respondents stated as follows: 38 percent of respondents cited “domestic terrorism”, 18 percent blamed the “Internet bubble”, 15 percent cited a “lack of confidence in President Bush”, and only 8% stated “Accounting scandals.”

The study was conducted by Blue Mindset, Blue Flame Marketing and Advertising’s market research division in August 2002. Further details and full survey results are available by calling Ronn Torossian at 212-896-1289.

About Blue Flame Marketing and Advertising

Blue Flame Marketing and Advertising (www.blueflamemarketing.com), is led by CEO Sean “P.Diddy” Combs, and President/Partner Jameel Haasan Spencer and is a division of Bad Boy Entertainment, a privately owned company. A premier lifestyle marketing company, with full service capabilities, Blue Flame specializes in building brands targeted to consumers that lead the masses to the latest product, service and cultural trends. With \$8 Million in annual billings in 2001, the company has a full range of services, including Strategic Planning and Research, Creative Development and Production, Event Marketing, Product Placement, Online Marketing and National Field Marketing. Clients include Bacardi USA, Bentley/Rolls Royce, Foot Locker, Hewlett Packard, Pepsi, Sony Pictures, and Sean John Clothing Company, and a wide variety of others.

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