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**P. DIDDY OWNED COMPANY RELEASES NATIONAL SURVEY ON URBAN
AMERICANS AND THE VOTING PROCESS**

**-- In First Survey Available For Purchase, Nearly 50% of Urban Americans
Believe the American Voting Process Needs Reform --**

NEW YORK N.Y., October 21, 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 Seven-Hundred and Sixty- Three (763) urban Americans, over the age of eighteen detailing their views on the American voting process. The survey was conducted during the second week of October via Internet and phone interviews.

Blue Flame Marketing and Advertising issues regular surveys on urban sentiment, and these studies are for the first time available for sale to corporations, and organizations.

NEARLY 60% BELIEVE THAT THEIR VOTE COUNTS

In response to the question "Do you feel that your vote counts?" 33.6 percent of respondents "strongly agreed", and 24.4 percent of respondents said they "agreed." Only 13.6 percent of respondents "disagreed", and 8.5 percent "strongly disagreed." Urban voters view the Republican Party as being "primarily responsible for voting irregularities:" 70.4 percent of respondents blamed Republicans for voting irregularities, and only 24.3 percent said Democrats "are primarily responsible for voting irregularities." In response to the question "Who benefits the most from voting irregularities?" 18.5 percent said "Democrats," and 71.2 percent said "Republicans."

"As young people today become more of a political force, they are realizing that the political situation has many faults and have an intense desire to see the political system be improved. Urban America feels disconnected from the political process but understands the tremendous power which emanates from the system. Jesse Ventura and others are viable candidates because they aren't politicians, and as many urban people today don't vote, they are an excellent target constituency as they are capable of moving the meter," said Jameel Spencer, President/Partner of Blue Flame Marketing.

DOES THE SYSTEM WORK?

In response to the question "Does the voting process need reform?" 28.9 percent of respondents "strongly agreed", 19.1 percent "agreed", 19.3 percent "disagreed", and 14.2 percent "strongly disagreed."

Nearly 56 percent of respondents believe that the political system is purposely deceptive in certain states, with 31 percent of respondents saying they "strongly

agree” that “The voting process is made confusing on purpose in certain states,” and 24.8 percent of respondents saying they “agree;” 13.4 percent of respondents “disagreed” with this statement, and 10.2 percent “strongly disagreed.”

Respondents clearly feel that the elderly and minorities are more confused by the current voting process, with 21 percent of respondents “strongly agreeing” that “the confusing voting process affects minorities more than white voters,” and 26.9 percent of respondents “agreeing” with the statement. In response to the question “Does the confusing voting process affect old voters more than young voters?” 43 percent of respondents “strongly agreed”, and 31.4 percent of respondents “agreed.”

“The American government, and the two major political parties may want to consider a national advertising campaign to educate the public, focusing on the huge urban markets in this country about the voting system, as they clearly feel alienated and out of touch. It is quite undemocratic that so many people feel as if the system doesn’t work for them and there clearly is a major schism in this country that can be helped by governmental outreach. If the government is concerned with preventing another “chad” fiasco, time must be spent fixing systems and processes to ensure that one doesn’t have to be privileged to believe that our government is truly of the people, by the people and for the people,” said Guy Primus, Vice President of Strategy of Blue Flame Marketing and Director of the Blue Mindset research division

WHAT IS URBAN?

The term urban describes the attitudinal/psychographic force behind trends that arise in inner city areas and then prove to have strong influences on the broader marketplace, and urban culture defines what will be important to 12-34 year-olds in the U.S. and internationally. The domestic urban market consists of 45.3 million consumers, wielding an estimated \$890 billion in spending power. Nearly 60 percent of the members of the urban market are non-minorities, and the term urban cannot be defined by any ethnic or racial demographic.

The survey was conducted by Blue Mindset, Blue Flame’s market research division, as part of the firm’s weekly survey of urban America regarding pressing issues facing American culture. Previous surveys have focused on the economy, back to school shopping, and urban American sentiment regarding 9/11. 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. Past and present clients include Bacardi USA, Bentley/Rolls Royce, Foot Locker, Hewlett Packard, Pepsi, Sony Pictures, Sean John Clothing Company, and a wide variety of others.

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