



WORD OF MOUTH ADVERTISING, INC.

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-----**FOR IMMEDIATE RELEASE**-----

08/29/04 22:35:02 CDT.....Highland Park, Illinois, USA

Do you want to buy the 'Election 2004'? Chicago-area Internet entrepreneur Sue Cohn is offering to sell her Internet domain www.election2004.com to any TV networks, candidates, political parties and organizations who can come up with a minimum of \$500,000--a relatively small sum now when you consider the record amounts of money being spent for this year's election on TV ad buys and elaborate political websites.

According to Cohn, "... the TV networks rely heavily on their Internet portals as an adjunct to their broadcasts, not only to promote their advertisers' products online but to expand on their broadcast content and points-of-view. Now the candidates and the political organizations are doing the same thing online to hold viewers attention longer than they could in just a 30-second TV ad. Given the closeness of the 2000 election and even closer predictions expected this year, the TV networks especially want their share of the rapidly growing Internet audience not clicking over to their competitors' websites. For complete election coverage, results, projections or opinions, candidate bios and political links election2004.com is an ideal, easy-to-remember Internet portal for TV viewers to quickly get to online ... without having to remember long link names with slash-slash or dot-dot to painstakingly navigate into."

Cohn has already fielded a number of calls from interested TV network news executives as well as representatives and donors for both major parties and several of the '527 political organizations now running issue ads on TV. She fully expects to sell election2004.com very soon for at least the minimum asking price of \$500,000, if not slightly more, to one of the TV networks. Though Cohn still insists she may ultimately decide to sell it to one of the major political parties or presidential candidates instead.



For further information on Election2004.com please contact Sue Cohn at Word of Mouth Advertising, Inc., Tel: 847-926-4444, Fax: 815-301-6743, e-mail: mrtollfree@aol.com.