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For Immediate Release

National Study Indicates New Pro Alito Ad Has No Impact on Independent or Democratic Voters

Ad Does Solidify Support Among Republicans

FLEMINGTON, NJ, January 11, 2006 -- Results of a new national study among 700 Americans conducted by HCD-Critical Tracking indicated that there was little or no change in support for Supreme Court nominee Judge Samuel Alito among Democrats or Independents after viewing an advertisement sponsored by Progress for America. The ad was only effective among Republicans.

The study was conducted by HCD Research during January 10-11, to measure the level of support among Republicans, Democrats and Independents before and after viewing the commercial.

Among the findings:

Independents: Prior to viewing the advertisement, 30% of respondents supported Judge Alito; 37% opposed him; and 33% were unsure. After viewing the advertisement, the percentage of respondents who were unsure was reduced to 25%. Those whose opinion changed from unsure were equally split between support and opposition, suggesting no impact of the commercial on Independents. Independents indicated that their most prominent emotions were suspicious, skeptical, disgusted, irritated and contemptuous.

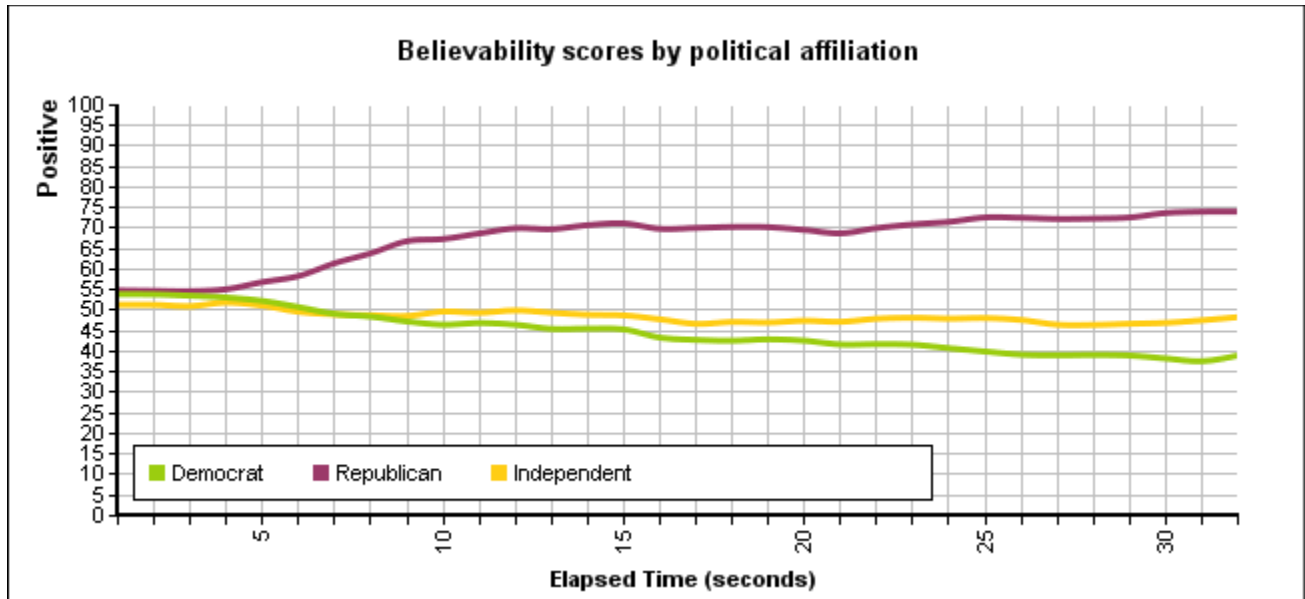
Democrats: Prior to viewing the ad, more than half of Democrats (55%) indicated opposition to Judge Alito. After viewing the ad, 60% of Democrats were opposed, 20% were in support and 20% still were unsure.

Similar to Independents, Democrats indicated that their most prominent emotions were suspicious, skeptical, disgusted and irritated.

Republicans: Before viewing the advertisement, 78% of responders indicated support; 6% were opposed; and 16% were unsure regarding Judge Alito. Of those who were unsure about the nomination before viewing the ad, 50% changed their opinion after viewing. All of these switched to support of the judge. After viewing the ad, 85% of Republican respondents were positive regarding the nomination of Judge Alito.

Automated response systems were used to measure believability perceived by respondents. Not surprisingly, the Republicans exhibited positive believability curves throughout the commercial. Independents were neutral and Democrats indicated slightly negative believability curves.

<http://www.hcdsurveys.com/surveysdev/P1003/graph2.cfm>



METHODOLOGY

A sample of 700 people opted in to participate in the study. As respondents watched the ad on their computer, they used their mouse to indicate levels of believability by moving it from left to right on a continuum. Their responses were recorded in half second intervals and the mean of all responses were reported in the form of curves, which indicate levels of believability for different segments of voters.

Each respondent was asked a battery of pre- and post-viewing questions, which were compared to determine whether their attitudes changed as a result of viewing the advertisement.

Editors/Reporters: For more information on the poll, or to speak with Glenn Kessler, Co-Founder and Managing Partner of HCD Research please contact Vince McGourty, M&M Communications, Inc., at (908) 638-5555 or (vinmcg@earthlink.net).

HCD Research is a marketing and communications research company headquartered in Flemington, NJ. The company's services include traditional and web-based marketing and communications research. For additional information on HCD Research, access the company's web site at www.hcdi.net or call HCD Research at 908-788-9393.