

## CROSSROADS UNLEASHES \$25 MILLION AD CAMPAIGN AGAINST OBAMA



Crossroads GPS, the super PAC arm of Karl Rove-linked American Crossroads, is launching a \$25 million month long ad campaign across 10 states against Obama. The independent group is going to start airing its ads on Thursday by running an ad that criticizes Obama's record on the economy by selectively using his own speeches against him. The cost to run the ad is said to be \$8 million. The one-minute ad shows Obama making promises that his critics say he has not kept on issues such as taxes, healthcare and reducing the federal deficit. The ads are set to run in Colorado, Florida, Iowa, Michigan, North Carolina, New Hampshire, Nevada, Ohio, Pennsylvania and Virginia. Crossroads is able to raise and spend such huge amounts because of the Supreme Court's decision to allow "Super-PACs"; allowing independent groups to raise and spend an unlimited amount of money on political campaigns as long as they do not directly interact with the candidate or coordinate their strategies with the candidate. President Obama has got some friends with deep pockets too. Obama's campaign has launched its own \$25 million ad blitz that is going to play out across the most intensely fought election states for a month. American Crossroads has uploaded 73 videos on YouTube so far. This is the latest one as of today.

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