

FOR IMMEDIATE RELEASE
May 20, 2009

Contact: Ben Tulchin
W (415) 874-7441
M (415) 613-5480

Tulchin Research Scores Important Victories in California's Special Election

Two Statewide Initiative Wins (No on Propositions 1D and 1E)

Assemblyman Curren Price Elected to the California State Senate

Tulchin Research is proud to congratulate the successful No on Propositions 1D and 1E campaigns as well as Assemblyman Curren Price in his winning bid for the California State Senate. Tulchin Research provided polling and strategic guidance to these campaigns.

- The No on Propositions 1D and 1E campaigns came from behind to defeat these measures and protect funding for early childhood education and health care (1D) and services for people with mental illness (1E). While the Yes sides started ahead by double digits, our research found the winning message to guide the No campaigns to landslide wins.
 - Prop 1E drew the highest No percentage of any measure on the ballot as we attracted bipartisan support and both measures won every county in the state.
 - We also aided in putting together the winning coalition and played a key role in devising the campaign's effective communications, message and targeting strategy.
 - Our work with the No on Proposition 1D and 1E campaigns stems from Tulchin's efforts in passing Proposition 10 (early childhood development programs) and Proposition 63 (treatment for the mentally ill). We are proud to protect the funding for these essential services that have improved the lives of so many Californians.

We also want to congratulate Assemblyman Curren Price for his hard fought and well-earned victory in California's 26th Senate district. After a narrow primary victory, Tulchin Research made sure the Price campaign stayed on track in the general election and accurately predicted his comfortable margin of victory. We look forward to working with Senator-elect Price as he returns to Sacramento.

About Tulchin Research: Tulchin Research is a leading polling and research consulting firm. To find out how we can help you with your public opinion research needs, visit our website (www.tulchinresearch.com), e-mail us (ben@tulchinresearch.com) or call us (415 874 7441).