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Liberty University alumnus' TV commercial featured in Time Magazine

December 19, 2007 ¦ Tara Maxwell

Liberty University alumnus Nick Dimondi, whose work with North Carolina-based Five Point Productions helped gain the company national exposure, knows what it's like to be in the spotlight.

The group's "Live the Flavor" commercial won Frito-Lay's "Crash the Super Bowl" competition and was aired during the 2007 Super Bowl. The commercial was pitted against other consumer-created commercials and was voted on by the public.

The commercial, which was ranked 4th out of the 62 ads aired on Super Bowl Sunday by USA Today, is getting more attention this month in Time Magazine's 50 Top Lists of 2007 issue.

"Live the Flavor," featuring Dimondi as a Doritos-eating driver who crashes his car after being distracted by a girl, is the No. 9 ranked TV ad in Time's Top 10 TV Ads category. The spot beat out Nationwide Insurance's "Rollin' VIP" featuring Britney Spears' ex-husband Kevin Federline.

Dimondi, who said he doesn't consider himself photogenic, had some acting experience in high school and college and volunteered to be in the commercial, created by his friends.

"It was pretty surreal. My face was the cheesy frame and it was everywhere," Dimondi said. "We were in the New York Times and on the Today Show and in USA Today. We had media outlets contacting us at all hours of the day and night. We even did a radio interview at 4 a.m."

Look for the story online at www.time.com/time and on Page 84 of the December 24 issue. The ad can also be viewed on YouTube.