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WORLDWIDE BRANDING PROGRAM ENERGIZES OUTDOOR ADVERTISING TO U.S. GOLFERS

U. S. golf clubs welcome new revenue source

Charlotte, NC – March 26, 2008 -- With the national economy sputtering and leading economists conjecturing that a short-term nationwide recession is on the horizon, high-end marketers are scrambling for means to entice their deeper pocket consumer base to continue buying.

Some have found an answer.

Golfers, one of the nation's more affluent target markets, are now being reached through a new, patented program named Ad In The Hole-USA (AITH-USA) which is now being introduced in the United States after successfully sweeping 21 countries worldwide during the past 10 years. This form of brand-building has worked so well for upscale advertisers overseas, that more than 1,000 courses have taken advantage of it and some of the world's largest corporations, including many Fortune 500 companies, are participating.

Based on the simple principle of placing an ad at the bottom of the cup on each golf course hole, unlike many advertising media which can be ignored by a prospective consumer, AITH-USA essentially cannot be missed by golfers. Every time a golfer retrieves his or her ball from the hole, removes or replaces the flag, walks by a hole to line up a putt and putts from within five feet, a focused advertising impression is made. According to Dr. Bruce Merrill, Director of Research for the Walter Cronkite Media Research Center at Arizona State University, Ad In The Hole creates repetitive exposure of more than 50 ad impressions per round, per golfer, and a retention rate of the ad impression estimated at 91 percent.

“At times when the economy is sluggish, advertisers take a close look at their bottom lines and seek the most cost-effective means to reach their top customer markets. Ad In The Hole not only is unique and highly targeted, it has a proven track record of being extremely successful,” said Doug Malecki, CEO of Ad In The Hole-USA, in Charlotte, NC.



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Serving golf clubs throughout: Argentina • Australia • Austria • Canada • Denmark • Dubai • Finland • France • Germany • Holland • Japan • New Zealand • Portugal
Russia • Serbia/Montenegro • South Africa • South Korea • Spain • Sweden • Switzerland • United Kingdom • Uruguay • and now the USA

If a business is seeking affluent, educated, decision makers for its high-end product lines, according to golf industry leaders, such as the National Golf Foundation, Golf Digest's Research Resource Center and Pellucid Corporation, the demographics of golfers make this market segment especially attractive. There are 26 million golfers coast to coast who normally play at least eight rounds of golf per year. Their average household income is \$85,960; 42 percent \$100,000+ and 24 percent \$125,000+. Private golf club members are even more affluent, with an average household income of \$130,000.

Some 75 percent of golfers recommend, order or approve product purchases at their businesses, totaling an average of \$176,000 annually. Golfers also are highly educated, with 84 percent having attended college, graduated or completed post-graduate studies.

While some markets, such as housing and mortgages, have been affected by the economic downturn, golfing has reason for an optimistic outlook.

The Baby Boomer generation, which is now in the middle of retirement considerations, will account for an increase of 75 to 100 million extra rounds of golf over the next ten years. This generation controls 70 percent of America's net worth and half of its household discretionary income. The Boomer golfers have an average investment portfolio of \$245,000, with 70 percent owning mutual funds, 63 percent owning stocks, 91 percent owning their primary residences and 17 percent owning second homes. Women golfers comprise 41 percent of all new golfers, with the majority having high incomes, advanced degrees and control of their family budgets.

The repetition of ad impressions is key to AITH-USA's success. Studies show that golfers will have a putt of five feet or less on 75 percent of all holes, will walk by the hole at least once prior to putting 50 percent of the time, will retrieve their own ball 90 percent of the time, will remove or replace the flag 90 percent of the time and will simply look into the hole at least 35 percent of the time.

"There are few branding programs of any kind that can match Ad In The Hole for its effectiveness in reaching a targeted consumer. A golfer can't help but see the brand, and it grabs his or her attention in a very unobtrusive manner," said Teddie O'Keefe, president of Hospitality Golf Marketing Group, in Egg Harbor Township, NJ, which is marketing the program to golf courses and prospective advertisers nationwide for Ad In The Hole-USA. "Its success throughout the world has been very effective for advertisers. Equally important, it has provided a new, risk-free revenue stream for golf courses."



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Golf courses have no investment to participate in the program. They simply have to sign up. AITH-USA classifies each course according to several variables, including whether it's private, semi-private, public, municipal, resort or executive, and factors in statistics such as the annual number of rounds played at the course, membership fees, greens fees and the number of corporate sponsored events. With the classification in hand, AITH-USA then sets an annual advertising fee encompassing all 18 holes on the course, and solicits the advertisers. Discounts are offered to advertisers contracting for multiple courses.

The course receives a pre-determined percentage of monthly advertising revenues and is provided cups and ad discs for each hole. The advertiser is guaranteed 25 days of exposure each month. The remaining days of the month can be utilized for customized golf outing events for corporations or charitable fund raising tournaments, providing additional advertising revenues for the course.

A worldwide phenomenon, Ad In The Hole now is energizing marketing to golfers on some of the most prestigious courses in nearly two dozen countries, including Argentina, Austria, Canada, Denmark, Dubai, Finland, France, Germany, Holland, Japan, New Zealand, Portugal and Spain. The program is also found in Russia, Serbia/Montenegro, South Africa, Sweden, Switzerland, the United Kingdom, Scotland, Ireland and Uruguay.

Its advertising participants encompass some of the world's most prestigious firms in the fields of automobile manufacturing, banking, investment/finance, credit cards, air transportation, computer technology, breweries and distilleries, carbonated beverages, sporting equipment and telephone companies. These include Lexus, Mercedes-Benz, Jaguar, BMW, GM, Ford, Audi, Volvo, IBM, Dell, Nintendo, AT&T, VISA and MasterCard. Merrill Lynch, UBS, Price Waterhouse, Ernst & Young and Pfizer also are advertisers, as are Delta, British Airways, Swiss Air, Aer Lingus, Anheuser-Busch, Miller Brewing, Heineken, Coca-Cola, McDonalds, Titleist, Ping and Sotheby's, among others.

For more information and to participate in AITH-USA, contact Hospitality Golf Marketing Group at 609-653-0400, or 800-222-0461 ext. 104, via e-mail at tokeefe@hospitalitygolfmarketing.com or visit on the web www.aithusa.com.

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