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CONTACT:

Teddie O'Keefe or Blair Learn

800-222-0461, ext 104 or ext. 117

tokeefe@hospitalitygolfmarketing.com

NEW AD IN THE HOLE BRANDING PROGRAM CREATING MARKETING OPPORTUNITIES COAST TO COAST

Charlotte, NC, May 29, 2008 – A unique, patented branding program named Ad In The Hole (AITH-USA) has captured the interest of golf courses coast to coast since being introduced in the United States in March, providing a new opportunity for high-end marketers to effectively reach a targeted upscale consumer base.

Widely successful worldwide with more than 1,000 golf courses in nearly two dozen countries participating during the past 10 years, Ad In The Hole has enabled many of the world's largest corporations, including Fortune 500 companies, to take advantage of its brand-building potential. Since its introduction in the U.S., leading golf clubs are joining the program nationwide encompassing today's most popular golfing destinations, including courses in North Carolina, Florida, Arizona and California, along with the largest casino gaming industry states of Nevada, New Jersey and Mississippi, among others.

“Advertisers today are taking a close look at their bottom lines and are seeking 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. “Plus at an average of \$25 per thousand impressions, its cost is far less – as little as one third – the cost of many other mediums, and in an uncluttered environment.”

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 have become Ad In The Hole advertisers. 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, PricewaterhouseCoopers, Deutsche Bank 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.



USA Headquarters: 15105-D John J. Delaney Drive - Suite 234 • Charlotte, North Carolina 28277 • Web: www.aithusa.com

Phone: 980-235-9898 • Fax: 980-235-9897 • E-mail: hq@aithusa.com

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.

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.

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. The repetition of focused ad impressions is key to the program's success. 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.

"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. "It has been extremely successful for advertisers worldwide, many of whom continue with Ad In The Hole year after year."

AITH-USA classifies each golf course according to several variables, including whether it's private, semi-private, public, municipal, resort or executive, and factors in statistics such as



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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 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.

Ad In The Hole now is energizing marketing in Arizona, Arkansas, California, Florida, Georgia, Mississippi, Montana, Nevada, North Carolina, New Jersey, South Carolina, Texas and Washington. Worldwide in addition to the U.S., the program will be found in Argentina, Austria, Canada, Denmark, Dubai, Finland, France, Germany, Holland, Ireland, Japan, New Zealand and Portugal. Ad In The Hole also is in Russia, Scotland, Serbia/Montenegro, Spain, South Africa, Sweden, Switzerland, the United Kingdom and Uruguay.

For more information and to advertise, contact AITH-USA at 980-235-9898, via e-mail to advertiser@aithusa.com or visit on the web at www.aithusa.com.

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