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**NEW AD IN THE HOLE BRANDING PROGRAM
CREATING MARKETING OPPORTUNITIES NATIONWIDE**

Charlotte, NC, June 26, 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 capitalize upon its brand-building capabilities. Since its U.S. introduction, golf clubs are joining the program nationwide, including courses in the primary golfing and casino gaming states of North Carolina, Florida, Arizona, California, Nevada, New Jersey and Mississippi, among others.

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

At an average of \$25 per thousand impressions, AITH's cost is far less – as little as one third – the cost of many other mediums, and targets the consumer in an uncluttered environment.

According to golf industry leaders, such as the National Golf Foundation, Golf Digest's Research Resource Center and Pellucid Corporation, golfer demographics comprise an affluent, educated, decision making market segment. There are 26 million golfers nationwide who play at least eight rounds of golf annually. Their average household income is \$85,960; 42 percent \$100,000+ and 24 percent \$125,000+. Private golf club members average \$130,000.

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**



Baby Boomers, who control 70 percent of America's net worth and half of household discretionary income, represent an increase of 75 to 100 million extra golf rounds over the next 10 years, 41 percent of whom will be women.

Based on the simple principle of placing an ad at the bottom of the cup on each golf course hole, AITH-USA cannot be missed. According to Dr. Bruce Merrill, Research Director for Walter Cronkite Media Research Center at Arizona State University, AITH 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.

AITH-USA classifies golf courses according to variables such as private, public, resort or executive, and factors in statistics for the annual number of rounds played, membership and greens fees and corporate sponsored events. Once classified, AITH-USA sets the course's annual advertising fee encompassing all 18 holes and solicits advertisers. Discounts are offered to advertisers contracting for multiple courses.

The advertiser is guaranteed 25 days of exposure each month. The remaining days are utilized by advertisers targeting customized corporate or charitable golf outing events.

AITH-USA now is energizing marketing in Arizona, Arkansas, California, Florida, Georgia, Mississippi, Montana, Nevada, North Carolina, New Jersey, South Carolina, Texas and Washington. 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. AITH also in Russia, Scotland, Serbia/Montenegro, Spain, South Africa, Sweden, Switzerland, the United Kingdom and Uruguay.

For more information, contact AITH-USA, 980-235-9898; e-mail: advertiser@aithusa.com or visit www.aithusa.com.

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Media: Photos and Video accessible at <http://www.prnewswire.com/mnr/adinthehole/32253/>



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