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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 recession is on the horizon, high-end marketers are scrambling for means to entice their deeper-pocket consumer base to continue buying their brand.

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 (AITH-USA) which is now being introduced in the United States after successfully sweeping 21 countries worldwide during the past 10 years.

It 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.

Ad In The Hole is 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, Ad In The Hole can't be missed by a golfer. Every time a golfer retrieves his or her ball from the hole, removes or replaces the flag, walks by a hole, lines up a putt or putts from within five feet, a focused advertising impression is made. According to Dr. Bruce Merrill the Director of Research at the Walter Cronkite Media Research Center located at Arizona State University, with one advertiser contracting for all 18 holes at a golf club, AITH-USA 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



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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

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.

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 nationwide. 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.

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. Women golfers comprise 41 percent of all new golfers, with the majority having high incomes, advanced degrees and control of their family budgets.

“There are few advertising 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 AITH-USA. “Its success throughout the world has been tremendous for advertisers. Equally important, it has provided a new, risk-free revenue stream for golf courses.”

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.



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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 companies 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.

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

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