

IMMEDIATE RELEASE  
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**FISHER INVESTMENTS “SCORES” WITH AN AFFLUENT AUDIENCE IN AN OUT-OF-HOME CAMPAIGN.**

(New York, NY) 2aTEE Golf Media, a non-traditional media & marketing company, announced today that it has launched a scorecard media campaign for Fisher Investments in the New York, Chicago and Boca Raton markets.

Golfers at upscale courses in each market will exclusively use 2aTEE’s custom scorecards with the Fisher Investments advertisement throughout their golf rounds. 2aTEE’s high-quality cards feature only one advertiser and a prominent ad space.

“For clients like Fisher Investments, our scorecard media network hand-delivers an advertiser’s message to a targeted, highly-sought-after demographic,” said Keith Fiore, President of 2aTEE Golf Media. “It’s effective one-to-one communication between brands and the audience in an exclusive environment. Additionally, companies like Fisher Investments use our scorecards as a direct-response vehicle, as it’s easy for the audience to take an intriguing message home with them and take action.”

In an independent study conducted by Certified Marketing Research Services of a scorecard campaign in Fall 2007, 2aTEE’s cards generated an 80% unaided recall rate, and 70% of respondents indicated they were more interested in the advertised brand.

About 2aTEE Golf Media

Headquartered in New York City, 2aTEE Golf Media is a leader in non-traditional golf media and marketing. 2aTEE engages a targeted audience of golf enthusiasts and business professionals across its national network of premier golf courses and practice centers, connecting brands with over 4,000,000 players monthly.

2aTEE’s clients include American Express, Comcast, Puma, Regions Bank, Newsweek, Oakley, and Mitchum. For more information on 2aTEE Golf Media visit <http://www.2ateegolf.com>, call 212.362.3909 or email [info@2ateegolf.com](mailto:info@2ateegolf.com).