

Rayzer Helps Golfers “See The Light” In An Out-of-Home Campaign

New York, NY (PRWEB) October 21, 2008—2aTEE Golf Media, a non-traditional media & marketing company, announced today that it has launched a scorecard media campaign for Rayzer in the Atlanta, Charlotte, and Jacksonville markets.

From Sweden, and available now for the first time in the U.S., Rayzer is an auxiliary light for automobiles that makes driving at night safer. Touted as “Widescreen For Your Car,” Rayzer helps drivers see 300% better, compared to conventional high beams. It restores the peripheral vision drivers lose when the sun goes down. Rayzer creates a wider field of brighter light for a safer, more comfortable driving experience. For more information on Rayzer, please visit www.RayzerWidebeams.com.

Golfers at upscale courses in each market will exclusively use 2aTEE’s custom scorecards with the Rayzer advertisement throughout their golf rounds.

“Rayzer utilized the ad space extremely well,” said Keith Fiore, President of 2aTEE Golf Media. “The ad clearly illustrates the dramatic difference Rayzer makes for nighttime driving. We’re excited to be able to share this message with our audience of upscale, car enthusiasts.”

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.

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