



## **2aTEE Connects Local Golfers with Local Banks in Out-of-Home Campaign**

**New York, NY (PRWEB) November 17, 2008**—2aTEE Golf Media, a non-traditional media & marketing company, announced today that it has launched a scorecard media campaign for Wachovia in the Phoenix market.

Golfers at daily fee courses will exclusively use 2aTEE's custom scorecards with the Wachovia advertisement throughout their golf rounds. The advertisement tags a local branch within a 5-mile radius of each course.

“Our medium connects Wachovia with a local audience on a grass-roots level,” said Keith Fiore, President of 2aTEE Golf Media. “It delivers a tailored message to a targeted audience in the branch’s backyard.”

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).

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