

## **For Immediate Release**

### **Dr. Walt Guarino Discusses Advertising on March Madness with the Media**

—*US News & World Report, Fox Business News and National Public Radio Seek  
Opinion from Veteran Advertising Pro-*

**Montville, NJ (April 1, 2009)** – More interest in this year’s March Madness has created addition buzz about advertising revenue expectations and the standard questions of wagering, especially in this economy. In a recent opinion piece, SGW’s Dr. Walt Guarino defended promoting this year’s NCAA tournament, entitling his article: “Bracket Stimulus: March Madness and NCAA Basketball Are Recession-Proof.”

The link to the article is: <http://www.usnews.com/articles/opinion/2009/03/17/bracket-stimulus-march-madness-and-ncaa-basketball-are-recession-proof.html>.

In addition, Walt was interviewed on FOX BUSINESS NEWS on the same subject with an emphasis on the \$30 million anticipated new revenues CBS was projecting for its online or digital outlets. His comment referred to his belief that the projected revenues will be more than anticipated due to the growth on digital media in general, as well as the constantly growing audiences for the tournament itself.

Third, NPR’s “Marketplace” was the forum for additional interviews on who the advertisers will be, considering the fact that U.S. who have in the past been heavy sponsors were not expected to return in any significant manner. Guarino commented by saying a lot of the kinds of advertisers who placed ads in-and-around the Super Bowl (e.g., fast foods, military recruiting, home improvement centers, et al.) would fill the gap, adding: “Don’t forget the Brewskis!,” referring to last year’s Big Three ( Bud, Bud Light and Coor’s).

### ***About SGW***

*SGW is a full-service Integrated Marketing Communications firm with in-house expertise in research; creative design; Web site design, development, and hosting; online promotion; public relations; media planning; and video and multi-media production. All*

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