

For Immediate Release

Insight|SGW Head Continues Super Bowl Media Interviews

*—Dr. Walter Guarino quoted for positive stance on commercial advertising revenues
prior to the game-*

Montville, NJ (February 2009) – As a result of an interview with the Los Angeles Times, Dr. Guarino’s prediction that the Super Bowl would have a record sell-out with regarding to advertising also appeared in several addition newspapers. Guarino was quoted in The News-Times, Cleveland.com, Cleveland Free Times, Winston-Salem Journal, The News Journal, The Jersey Journal, The Bergen Record, The Sun Sentinel, Newsday, Fort Wayne Journal Gazette, The Morning Call, Honolulu Times, and others.

Dr. Guarino was again quoted as follows: “More engaging, then, is gauging what the tone of those ads will be as the country is mired in a recession. Guarino, author of the forthcoming “How to Evaluate Advertising” and also a Seton Hall professor, said his initial feeling is ‘Who wouldn’t want a little bit of levity in this gloomy time?’”

He expressed the same feeling in a KNBR-Radio interview after the game wherein he was asked to comment on several of the commercials in Sunday’s (massive-audience) game.

In a separate article, “Poor Economy Doesn’t Slow ‘Super’ Ads,” which appeared in the Pittsburgh Tribune-Review last week, he added that “There were only a handful of spots remaining” and that he predicted the movie companies would snatch them up right before Game time (which appears to be the case).

Dr. Guarino is President and Managing Partner of Insight|SGW, a brand positioning and research company that uncovers the unique positioning of a brand. It is part of SGW Integrated Marketing Communications, Inc.

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 of our groups either work independently with clients or as part of one agency of record team.

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