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FOR IMMEDIATE RELEASE

**Insight | SGW President Provides Expert Brand Recovery Commentary
Across International Media**

— Dr. Walter Guarino Discusses Public Apology of Tiger Woods to The New York Times,
British Broadcasting Corporation, and Nationally-Syndicated Jim Bohannon Radio Show —

Montville, NJ. – February 24, 2010 – Insight | SGW President Dr. Walter Guarino recently provided expert branding and reputation recovery commentary in reference to Tiger Woods, securing coverage in television, print and radio formats. Dr. Guarino’s coverage began as he was quoted in the morning edition of the February 19, 2010 [New York Times](#), and quickly followed with an appearance live on [British Broadcasting Corporation](#) (BBC) television. He concluded the day with a phone interview on the nationally-syndicated [The Jim Bohannon](#) radio show.

For the article in The New York Times, Reporter Richard Sandomir asked Dr. Guarino to comment on the public apology from Tiger Woods. Guarino, who is also a Professor of Advertising at Seton Hall University’s Graduate School of Communications and long-time veteran of the advertising industry, spoke particularly about whether Woods is taking the right approach toward correcting his image.

“When you apologize for being unfaithful, that’s your own personal indiscretion,” said Guarino in the New York Times story. “If you feel it advances your cause and makes you better off in terms of people liking you more, that’s your own call.” Dr. Guarino however, disagreed with other sources mentioned and noted that Tiger Woods should simply, “return to golf and say nothing.”

Following his newspaper coverage, Dr. Guarino appeared on BBC television to speak about the brand image of Woods, and whether his press conference will help or hurt his attempts to regain the public’s favor. Specifically, Guarino shared his expert opinion about the American public’s willingness to forgive him, which led to additional commentary about Woods’s standing in England as well.

Finally, Dr. Guarino capped his day with an interview with the Jim Bohannon radio show. Dr. Guarino's hour-long appearance aired on approximately 300 radio stations across the country, as he again shared his opinion on the Woods brand, and whether he is taking the correct steps toward reputation recovery.

Guarino is President and Managing Partner of Insight | SGW, a brand positioning and research firm and integrated business unit of SGW Integrated Marketing Communications, a full service marketing firm. He has recently been seen and heard on Fox Business News and in The Daily News discussing Super Bowl advertising, including the controversial Tim Tebow pro-life spot and the return of the Anheuser-Busch Clydesdales. An additional five-minute segment was recorded for use on Bohannon's upcoming show on Saturday, February 27, 2010 regarding the same topic.

For further use:

New York Times – Online edition: 2/18/10

Spotlight on Tiger Woods's Strategy

<http://www.nytimes.com/2010/02/19/sports/golf/19sandomir.html?scp=1&sq=guarino&st=cse>

BBC – Television: 2/19/10

Dr. Walter Guarino on Tiger Woods

<http://www.youtube.com/watch?v=sagTueNh9Ro>

The Jim Bohannon Show – Radio: 2/19/10

America in the Morning

<http://www.jimbotalk.net/pg/jsp/jimbo/audioarchive.jsp;jsessionid=FB91ED99F2963943593DBB890BFB3A52?pid=33281>

For more information, visit www.SGW.com.

About SGW

SGW Integrated Marketing Communications, founded in 1986, is an award winning, full-service agency with expertise in research, creative, design, website design, development and hosting, online promotion, public relations, media planning, video and multimedia production. SGW is headquartered 25 miles outside NYC in Montville, NJ. For more information, visit www.sgw.com.

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