

For Immediate Release

Insight|SGW Head Appears on Nationally Syndicated Radio Program

—Dr. Walter Guarino Discusses Olympic and Presidential Campaign Advertising —

Montville, NJ (July xx, 2008) – Insight|SGW Executive Vice President Dr. Walter Guarino appeared on the nationally syndicated radio program *Equity Strategies* with Stu Taylor on Friday, July 25. Dr. Guarino provided expert commentary on Olympic and political advertising.

During the segment, Dr. Guarino spoke about China's policies regarding controls on advertising, and noted some American advertisers will not run commercial spots in the Olympics because they fear that their identity with China in any way may cause foreign tourists to stop visiting the United States. Dr. Guarino also discussed political advertising, explaining that in the early 1980's campaigns initially focused on issues and image, then followed with negative ads in the latter months. Today, it's negative from the start.

This was Dr. Guarino's second appearance on the program this year. The entire segment can be downloaded from the program's web site, www.stutaylor.com.

Equity Strategies is the #1 radio talk show in New England and one of the most popular programs in the country. It is heard live on 33 stations nationwide in areas such as New York City, Boston, Atlanta, Baltimore, San Diego, Hartford, Toledo, Las Vegas, Richmond, Orlando and Long Island. The show has a long list of prominent guests, including Jack Welch, Steve Forbes, and Newt Gingrich.

In addition to his appearances on *Equity Strategies*, Dr. Guarino was quoted earlier this year in articles on Super Bowl advertising published by the *New York Daily News*, *New York Post* and *Los Angeles Times*. In March, Dr. Guarino was interviewed on *One-on-One* with Steve Adubato about the convergence of the Internet and television, and its effect on viewing patterns, society, and how companies market themselves.

Dr. Guarino is Executive Vice President of Insight|SGW, a brand positioning and research company that uncovers the unique positioning of a brand. Its proprietary Brand

DNA process starts with the gathering of crucial "intelligence" that enables Insight|SGW to find a brand's true identity.

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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