

ARGYLE EXECUTIVE FORUMSM

MEDIA ADVISORY

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Tiger Woods CMO Sentiment Survey: Results Released

76% of Marketers would cancel, reduce or suspend their business relationship with Tiger Woods, if currently using the professional golfer as a celebrity endorser.

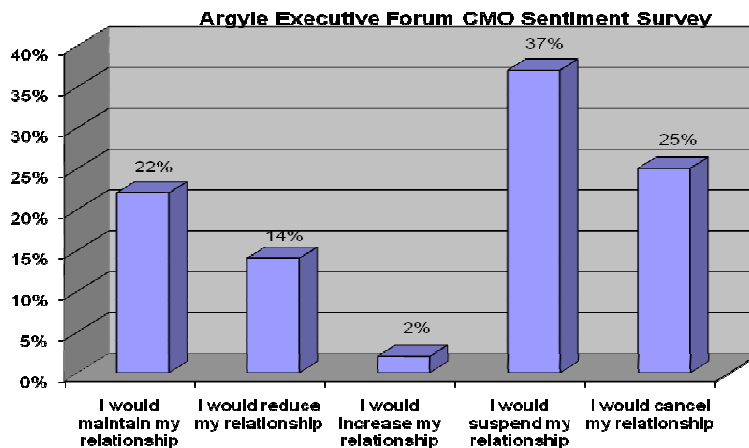
New York, NY (December 9, 2009) - Survey results released today reveal that approximately 76% of Marketers would cancel, reduce or suspend their business relationship with Tiger Woods, if currently using the professional golfer as a celebrity endorser.

Argyle Executive Forum conducted the survey electronically over the last 48 hours and received over 600 responses from members of its senior marketing professional community.

“The topic of celebrity endorsement is regularly discussed at Argyle Executive Forum’s CMO Leadership events. We felt it would be interesting to survey our community and see what the current sentiment is towards Tiger Woods” said Jason Redlus, Managing Member of Argyle Executive Forum.

The precise wording of the survey question was: *Given the information you have at the current time, would you keep or change your celebrity endorsement business relationship with Tiger Woods if you were currently using him in your campaigns?*

Please see the results of the survey represented graphically below.



About Argyle Executive Forum

Argyle Executive Forum is the premier provider of professional conferences for senior operating executives and Board members of private and public firms, investment professionals, as well as for policy makers. The events provide an uncommon opportunity for industry leaders to share ideas and insight amongst their peers. Argyle Executive Forum produces more than 50 industry-specific, by invitation only executive forums each year, as well as offers sponsored research and custom solutions to its clients. Learn more about Argyle Executive Forum by visiting: www.argyleforum.com.

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