



ALDAY COMMUNICATIONS

I N C O R P O R A T E D

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NIKE GOLF HIRES ALDAY COMMUNICATIONS FOR SEVEN MONTH PROJECT *ACI to Provide Media Relations Support to National "Tech Van Tour" Promotion*

FRANKLIN, Tenn. – Alday Communications, Inc. (ACI) has announced Nike Golf as the agency's newest project client, according to Mike Alday, president. Nike Golf is conducting a "Tech Van Tour" – a series of grassroots consumer promotions across the country over the next seven months in conjunction with PGA Tour events. Nike Golf has retained ACI to boost consumer awareness of the project through publicity and media relations.

"We're obviously very excited about working with Nike Golf, one of the biggest brands in the industry," said Alday. "We've built a reputation nationally in the golf business as a leader in public relations and marketing, and a company like Nike Golf selecting us is evidence of that."

Nike Golf is ACI's latest addition to an impressive golf client roster. The agency also currently serves other organizations with national impact including The PGA of America, GolfTEC, Datrek Miller International and the Val Skinner LIFE Event. Past clients in golf include Arnold Palmer Golf Company, NancyLopezGolf, PGA.com, SeeMore Golf and others.

Nike Golf's Tech Van Tour will make 18 stops from April through October. Nearby stops include Memphis the week of May 23 during the FedEx St. Jude Classic and Atlanta the week of October 30 during THE TOUR Championship presented by Coca-Cola.

Founded in 1994, Alday Communications, Inc. is a nationally competitive, full-service public relations and marketing firm located in Franklin, Tenn. Specializing in strategic communications, ACI serves clients of all sizes across a variety of industries and has special expertise in the industries of golf, footwear, publishing, sporting goods and gardening. For more information, visit www.aldaycommunications.com.

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