



The Leader in Reaching Active People

*Editor's Note: Campaign images available upon request.*

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**For Immediate Release**

**Farmland Dairies Hits the Gym with Health Club Media Network Campaign**

*Coupon Discount and Quick Response Code Enhance Call to Action*

LOS ANGELES, February 22, 2011 – Farmland Dairies, one of the nation's most progressive and innovative dairies, is turning to the Health Club Media Network (HCMN) to reach consumers tuned into healthy and nutritious products.

The two month-campaign for Farmland Dairies' Skim Plus Fat Free Milk, kicking off March 1, will run at select HCMN health clubs in the tri-state area. The campaign, created by New Jersey-based, Linett and Harrison, features the tagline "Mouthwatering (not watery)" that will appear on HCMN panels with tear-off, instant redeemable coupons (IRC) valued at \$1.00 off the product. The ads also feature a quick response ("QR") code that allows consumers to scan the image with their mobile phones for instant product information as well as details on how to get free product samples of Skim Plus Fiber or Skim Plus with Omega-3.

This is Farmland's first campaign with HCMN ([www.hcmn.com](http://www.hcmn.com)), the largest exclusive provider of advertising and marketing programs in health clubs and fitness centers across the U.S.

"Our company is always looking for innovative ways to reach active and health-conscious adults while measurably impacting Skim Plus sales," said Stephen Raiola, marketing and merchandising manager for Farmland Dairies. "The size and quality of clubs in the HCMN network, particularly in the New York DMA, is the perfect environment for us to reach our consumer audience and engage with them."

"While consumers are at the gym, they are focused on their health and wellness and therefore a highly captive audience for products that fit their healthy lifestyles,"



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said Richard Hirsch, EVP, Health Club Media Network. “This combination creates the perfect storm for CPG brands, who turn to HCMN’s network for consumer interaction and high redemption rates from couponing.”

For more information on HCMN, follow us on Twitter and Facebook at

[www.twitter.com/healthclubmedia](http://www.twitter.com/healthclubmedia) or <http://www.facebook.com/HealthClubMedia>.

### **About Farmland Dairies**

For over 90 years, Farmland Dairies, LLC has produced delicious and nutritious fresh and fortified milk products including the #1 branded milk item in New York, Special Request™ Skim Plus®. Since 1995, Farmland Dairies’ products have been 100 percent rBST free and can be found in dairy cases throughout New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, Rhode Island, Delaware, Virginia, Maryland, Georgia and Florida. Farmland Dairies is also the producer of Welsh Farms dairy products. An industry leader in food safety, Farmland Dairies is the largest Hazard Analysis and Critical Control Point (HACCP) certified milk processing plant in the United States. Terri Webb is the president of Farmland Dairies LLC, which has state-of-the-art production facilities in Wallington, New Jersey. Farmland Dairies is now a proud member of GRUPO LALA/LALA USA’s national branded products division. LALA is a leader in the dairy industry. For more information on Farmland Dairies products, please call 1-888-727-6252 or visit [www.farmlanddairies.com](http://www.farmlanddairies.com).

### **About Health Club Media Network (HCMN)**

Founded in 1995, HCMN ([www.hcmn.com](http://www.hcmn.com)) has grown to become the U.S. market leader in the field of health club advertising and marketing. HCMN’s exclusive network now extends to nearly 4,000 clubs across 49 states and 120+ DMAs, with significant presence in the top 20 DMAs. The company’s clients include Kraft, Unilever, P&G, Honda, GSK, Target, Coca-Cola and many others. HCMN is headquartered in Los Angeles with sales offices in New York and Chicago. Its investors include Parthenon Capital Partners, a private equity firm based in San Francisco and Boston.

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*This release is available in the Feintuch Communications media room at [www.feintuchcommunications.com/hcmn](http://www.feintuchcommunications.com/hcmn).*