



The Leader in Reaching Active People

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Health Club Media Network adds Crunch Health Club Chain

Reinforces HCMN's leadership position and highlights capabilities of its digital solution

Woodland Hills, CA (September 3, 2009) - Health Club Media Network (HCMN), the nation's largest provider of advertising and marketing opportunities for national brands in health clubs, announced today that one of the fitness industry's most renowned brands, **Crunch**, has joined its network.

The long term and exclusive media and marketing agreement begins immediately and will include installation of HCMN's static and full suite of digital media offerings in all Crunch clubs, including mobile messaging and dedicated video channels that can be viewed by the Crunch members during their workouts.

"It goes without saying that we are very excited to be representing the amazing Crunch brand to national advertisers," said Ken Williams, HCMN's CEO. "Crunch has long held a unique place within the industry and the marketplace with its forward thinking and innovative group exercise programs. We are equally excited that Crunch sees the added value our suite of digital signage and information products bring to their members. Because HCMN's sole focus is supporting the Fitness Industry, our development team has deep insight into the in-club and member communication needs of health club operators and our systems have been built from the ground up with this in mind," he added.

"In addition to HCMN clearly being the best positioned and most qualified to represent the Crunch brand due to their size and health club focus, we are extremely impressed with the digital signage and information system they have designed. It is much more capable than anything we have experienced or seen previously, and it is uniquely capable of bringing the essence of our brand to life," said Keith Worts, Crunch's COO. "We are also pleased to see that HCMN is able to deliver high quality music videos and a Crunch branded video channel highlighting our corporate partners, something we had been unable to do easily with our prior technology solution," he added.

This announcement follows HCMN's acquisition of the Alloy Fitness Network, which expanded the company's network to nearly 4,000 health clubs in 120+ DMA's across the country.

About HCMN:

Founded in 1995, HCMN has grown to become the largest and most reputable player 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. In terms of key market penetration, HCMN specifically reaches approximately 7 out of 10 health club members working out in the top 20 U.S. markets. HCMN is also the official sampling and promotions partner of the International Health, Racquet and Sportsclub Association (IHRSA). HCMN's clients include Kraft, Unilever, P&G, Honda, GSK, Target, Coca-Cola and many others. HCMN is headquartered in Los Angeles, with additional offices in Chicago and NY. In 2008, a majority stake in HCMN was bought by Parthenon Capital. For more information about HCMN visit www.hcmn.com.

About Crunch:

Crunch is a collection of state-of-the-art health clubs that believes in making serious exercise fun by pioneering a philosophy of entertainment and fitness. Headquartered in New York City, Crunch serves its members with gyms in New York, Miami, San Francisco, and Los Angeles. Renowned for creating unique programming that caters to an exceedingly diverse membership, Crunch has raised the bar for the entire fitness industry. The company has over 70,000 members in 19 clubs.