



The Leader in Reaching Active People.

Contact: Richard Hirsch
CMO, HCMN
646-752-8457

Health Club Media Network adds New York Health & Racquet Club

Top club chain greatly enhances HCMN's media and marketing footprint in New York City

Woodland Hills, CA—(July 30, 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 the New York Health & Racquet Club (NYHRC) chain has agreed to join its network.

Per this long-term, exclusive media and marketing agreement, HCMN will immediately begin installation of its static and digital panel media offerings in all NYHRC locations, so that these clubs can be integrated into relevant HCMN client campaigns as of September, 2009.

"Everyone at HCMN is thrilled and honored to add NYHRC to our network," said Cherie Deeds, HCMN's Club Relations Director. "NYHRC is truly one of the great brands in the fitness industry, and is iconic in NYC. NYHRC fully embraces the 'lifestyle' philosophy of health and fitness, and it shows in the upscale and influential nature of the membership it draws," she added.

NYHRC currently has 11 health clubs (10 in NYC and 1 on Long Island), and is well known for the unique and significant amenities that it offers its members: From racquetball courts and pools to basketball courts and sundecks to rock climbing walls as well as special 'escapes' – such as the NYHRC yacht and beach club, as well as affiliations with local upscale golf and tennis facilities.

"We see HCMN's targeted media and marketing offerings as providing a lot of value to our members, from relevant club content via HCMN's digital screens to in-club sampling, mobile messaging and other offers and communications that match perfectly with the health and fitness lifestyle that our members seek out and embrace," said J. Travis, NYHRC's Brand Manager and PR Director. "HCMN's industry-leading size, extensive experience, great reputation and total business focus on the health club place-based media and marketing space convinced us that they were the right partner for us in this business," he added.

This most recent HCMN announcement comes on the heels of the company'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.