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Health Club Media Network acquires the Alloy Fitness Network

Extends HCMN's leading position in the health club media and marketing space to nearly 4,000 clubs nationwide

Woodland Hills, CA—(July 7, 2009)— Health Club Media Network (HCMN), the nation's largest provider of advertising and marketing opportunities for national brands in health clubs, announced today its acquisition of the Alloy Fitness Network from Alloy Media + Marketing. The transaction includes an undisclosed cash sum plus certain future contingent payments.

The Alloy Fitness Network includes contractual agreements for media panel placements in over 700 health clubs in 120+ DMAs across the United States.

With this acquisition, HCMN immediately assumes all the Alloy Fitness Network contracted and exclusive in-club advertising rights, including over 3,000 current physical media placements – expanding HCMN's industry leading reach to nearly 4,000 health clubs and well over 25,000 static panel, digital screen and InsideOutdoor™ media placements nationwide. On a national basis, HCMN's offerings will now be seen every month by over 15 million health club members visiting their club nearly 100 million times.

“We're thrilled to add the Alloy Fitness Network's vibrant and valuable array of clubs to our continually growing health club base,” said Ken Williams, HCMN's CEO. “The market's interest in our health club media and marketing network continues to grow among agencies and their brand clients. Adding the Alloy Fitness Network to HCMN's already expansive roster of health clubs will only help us serve our clients more effectively. It will also provide HCMN with increased options as we continue to roll out our burgeoning digital media network in health clubs across the country,” he added.

About HCMN:

Founded in 1995, HCMN (formerly the Health Club Panel Network) 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'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; and whose investors include Parthenon Capital, a leading private equity firm. For more information about HCMN visit www.hcmn.com.

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