



The Leader in Reaching Active People

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Health Club Media Network Announces Long-Term Partnership with Town Sports International

*Leading 158-club chain, including New York Sports Clubs, selects
HCMN as exclusive media partner for all in-club advertising*

Woodland Hills, CA (February 11, 2010) – Health Club Media Network (HCMN), the nation's largest provider of advertising and marketing opportunities for national brands in health clubs, announced today that Town Sports International Holdings, Inc., the largest owner and operator of fitness clubs in the Northeast and mid-Atlantic regions of the United States, has joined its network.

The addition of TSI, with 158 venues, extends HCMN's exclusive media and marketing offerings into nearly 4,000 health clubs, with significant depth in the top DMAs; particularly in the New York market, where the addition of TSI expands HCMN into close to 450 clubs.

This long-term and exclusive agreement begins immediately and will include installation of HCMN's static panel and digital screen media offerings in all TSI clubs, including New York Sports Clubs, Washington Sports Clubs, Philadelphia Sports Clubs and Boston Sports Clubs. HCMN's digital strategy, unique in the health club industry, leverages its own installed screens running continuously throughout the day in each club's common workout areas - broadcasting brand client advertising and related messaging that is seamlessly integrated with relevant club-specific content (e.g.: class schedules, fitness personnel profiles, monthly club promotions, etc.), to which members seek out and pay attention. Overall, HCMN's club media and marketing offerings have been shown, through numerous third party research studies and other independent sources, to greatly influence club member awareness, opinions and purchasing behavior of HCMN brand clients' products and services.

This agreement also allows HCMN to accelerate its digital expansion plans, quickly providing a significant incremental digital media footprint for HCMN client campaigns in New York, Philadelphia, Boston and Washington D.C, on top of HCMN's existing digital presence in these markets and nationally. All told, upon full digital installation of TSI, in addition to HCMN's existing digital rollout initiatives, the company's digital network will extend to over 600 clubs nationally by Q2 2010, and close to 1,000 clubs by the end of the year.

"We are thrilled that Town Sports International has entrusted us with bringing relevant marketing communication to its members. Given their successful 35-year history in the fitness business, this is truly a watershed event for HCMN and our industry, and it clearly shows that focus is rewarded by success," said Ken Williams, HCMN's CEO. "We are the only media provider in the health club sector with 100% focus on the fitness industry. I strongly believe this gives us a significant edge over our competitors in effectively serving the needs of our club partners while delivering the best, most well-executed campaigns that have consistently been shown to positively impact our brand clients' businesses. Our digital strategy is a perfect example of that. Our digital 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. This allows us to offer a digital product that our club partners see as adding real value to the member experience, which just further enhances the engagement level and impact of our clients' campaigns," he added.

"This was an important decision on our part and we were very deliberate in our selection process," said Alex Alimanestianu, Town Sports International's CEO. "When the contract with our previous provider came up for renewal last year, we saw it as an opportunity to review the players in this space again. Beyond size, HCMN has a clear understanding of and sensitivity to the unique, intimate and personal environment that exists within

health clubs. In the end, HCMN's combination of skill, experience and industry focus were decisive for us," he added.

This announcement follows an extremely active year for HCMN in 2009, in which the company expanded its fitness network by nearly 30%; grew its digital platform significantly; as well as executed its first in-club promoted mobile marketing campaigns on behalf of a number of clients.

About HCMN:

Founded in 1995, HCMN has grown to become the US 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 DMA's markets. HCMN is also the official sampling and promotions partner of the International Health, Racquet & 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. HCMN's investors include Parthenon Capital Partners, a private equity firm based in San Francisco and Boston. For more information about HCMN visit www.hcmn.com.

About Town Sports International Holdings, Inc.:

New York-based Town Sports International Holdings, Inc. (NASDAQ:CLUB), is a leading owner and operator of fitness clubs in the Northeast and mid-Atlantic regions of the United States and, through its subsidiaries, operates 158 fitness clubs under the brand names New York Sports Clubs, Boston Sports Clubs, Washington Sports Clubs, Philadelphia Sports Clubs, and three clubs located in Switzerland. These clubs collectively served approximately 485,000 members, excluding pre-sold, short-term and seasonal memberships. For more information on TSI, visit <http://www.mysportsclubs.com>.