



The Leader in Reaching Active People.

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HEALTH CLUB MEDIA NETWORK HIRES SEASONED CLEAR CHANNEL EXECUTIVE AS ITS EVP OF SALES

Woodland Hills, CA—(July, 13 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 David Rowley has joined the company as Executive Vice President of Sales. Based in Los Angeles, Rowley will provide leadership and direction to HCMN’s sales teams in its LA, Chicago and NYC offices. He will report to Ken Williams, HCMN’s CEO.

Williams stated, “We are thrilled to add a person of Dave’s experience and caliber to our executive team as our sales leader. Dave brings a wealth of sales, management and client service experience to this position and we look forward to his significant contributions as we continue to strongly and effectively grow our company.”

“HCMN is an industry leader in the exploding field of place-based media. They have great, high-engagement offerings in a highly targeted environment that are so well suited for so many clients. I look forward to inspiring our sales team while helping to spread the word about the unique and valuable assets HCMN can offer agencies and their brand clients,” added Rowley.

Rowley comes to HCMN with nearly 15 years of ad sales experience. He was most recently Vice President, Western Region Sales for Premiere Radio Networks, Inc., a subsidiary of Clear Channel Communications and the number one radio network in the country. While at Premiere, Dave led the West Coast sales region that was responsible for well over \$100 million in annual ad sales revenue. In addition, Dave’s background includes key club management and ad sales roles with 24 Hour Fitness, offering him unique insight into HCMN’s assets and capabilities.

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’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.

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