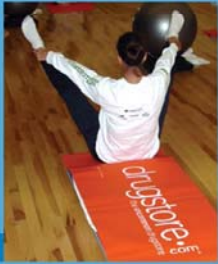


EXERCISE YOUR INFLUENCE



Branded Yoga Mats



Branded Club Equipment



Static panel signage (backlit available)



Digital advertising (video and static)



Sampling (manned & chilled available)



In-shower sampling



Coupon/Literature distribution

With HCPN™, uniquely reach active adults in action

- HCPN exclusively reaches over 70% of health club members working out in the Top 20 DMA's. The entire network extends to more than 3,000 clubs in over 150 DMA's.
- Secure HCPN's network nationally, regionally, by DMA, or even by club type (eg: women's only).
- Easy ROI analysis of your HCPN campaign via independent market research (exit surveys), coupon redemption tracking, and/or sales impact analyses.
- HCPN's member traffic data has been audited by Nielsen and its audience data is also available within IMS' media planning software.



For a media kit/more info, visit www.healthclubpanel.com or call
New York: 212-382-4690 • Chicago: 312-924-1360 • Los Angeles: 818-401-8888