



**IHRSA Selects Health Club Panel Network As Its
Exclusive Sampling and Promotions Agency**

World's leading health club trade organization and nation's largest provider of health club media and marketing opportunities join forces to better serve brand clients throughout IHRSA's 5,600 U.S. member health clubs.

Boston, MA—June 29, 2007—The International Health Racquet & Sportsclub Association (IHRSA) today announced that it has designated the Health Club Panel Network (HCPN) as its exclusive agency for representing and managing sampling and related promotional campaigns throughout IHRSA's 5,600 US member health clubs.

Effective immediately, HCPN will assume full responsibility for sales and service for all of IHRSA's existing and prospective in-club sampling and promotions clients.

“Once we made the decision to seek an outside agency to oversee this growing area for us and our member clubs, HCPN was the obvious choice,” said Joe Moore, IHRSA's President and CEO. “HCPN is a long-time supporter of IHRSA and I have no doubt they will represent and service our member clubs and our clients with great success.”

“Everyone at HCPN is truly thrilled to have secured this relationship with IHRSA,” said Mike Lederer, HCPN's Executive Vice President. “We already oversee millions of dollars each year in sampling and promotions campaigns throughout our network of nearly 3,000 health clubs nationwide. In adding IHRSA's business, it is truly a win-win; as our 24/7 focus on health club media and marketing will allow us to effectively manage this business and grow it for the betterment of IHRSA, its participating health clubs and our agency and brand clients,” he added.

As part of the relationship, IHRSA will continue to enroll its member clubs to participate in the sampling and promotional programs mutually approved by HCPN and IHRSA.

“HCPN has resources and reach far beyond what we could do on our own,” said Chuck Leve, IHRSA's VP Business Development. “We love sampling and promotions and so do our clubs. That compelled us to pursue ways to bring it to the next level. HCPN will add value in every way.”

For additional information on this story, please contact:

IHRSA: Chuck Leve, Vice President Business Development
847-480-1818 x5599

HCPN: Richard Hirsch, EVP of Marketing and Business Development
646-752-8457

About IHRSA:

The International Health, Racquet & Sportsclub Association (IHRSA) is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide. The association's membership includes over 8,500 clubs in 74 countries, along with over 600 industry suppliers. For more information on IHRSA please visit www.ihrsa.org or www.getactivepromotions.com.

About the Health Club Panel Network:

Founded in 1995 by Captive Media, Inc., HCPN has grown to become the nation's largest and most reputable provider of advertising and marketing opportunities in health clubs for national brands. HCPN's exclusive club network extends to nearly 3,000 clubs in 45 states and well over 100 DMA's. HCPN has specific concentration in the top 20 markets, where it exclusively reaches approximately seven in every 10 active health club members. HCPN is headquartered in Los Angeles, with additional offices in NY and Chicago. For more information on HCPN please visit www.healthclubpanel.com.