

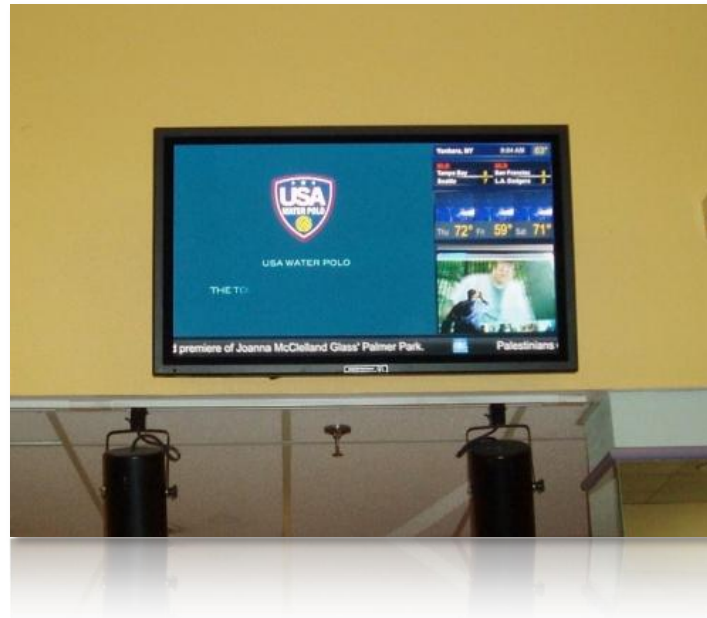
HCMN CASE STUDY: USA Water Polo Association

Components:

- 15 second spots running on HCMN's proprietary in-club digital media network approximately 3x/hour

Success Measurements:

- 39% of those surveyed recalled the USA Water Polo in-club campaign
- Nearly half of all recall was unaided



(((Health Club Media Network™)))

The Leader in Reaching Active People