

## Press Release

# Hospital Media Network and NY City's & Hospitals Corp Sign Long-Term Agreement

## *HMN to Build Ad Poster Network in Healthcare Facilities*

**NEW YORK, NY, January 1, 2006**— Hospital Media Network, the nation's first media platform established in hospitals has announced its first venue development contract following its participation in a Request For Proposals (RFP) solicitation issued by New York City's Health & Hospitals Corporation (HHC). The media firm has agreed to build 1,200 poster display panels in phase one, followed by backlit and digital TV screens in the second phase of development. The various media forms will be used to promote HHC hospital messages and to support third party commercial advertising in order to generate revenue. The 10 year contract establishes HMN as the leading hospital-based media platform given the scale of the HHC system comprised of 23 hospitals and community clinics, the largest network of its kind in the United States. HHC employs over 45,000 physicians, nurses and staff and hosts 6.3 million patient visits per year.

"I'm pleased to announce this exciting news following months of hard work by the people at both HHC and HMN. This ground breaking contract will generate new revenue streams for public hospitals while raising the profile of the hospitals' public service messaging for patients, visitors and staff", said Chris Culver, HMN's Chief Executive Officer.

Culver and his team plan on rolling out the concept on a national basis after the HHC program is up and running for a year. "This new concept will change the way hospitals communicate with their clients and staff and so we will fine tune the HMN network in the largest U.S. market before rolling it out nationwide", added Mr. Culver.

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### About Hospital Media Network

Hospital Media Network is located in the corridors and on the walls of America's hospitals, healthcare centers, clinics and doctor's offices. Hospital Media Network surrounds consumers with targeted advertising, marketing, and educational programs from the moment they step through our doors – integrating brands into their everyday lives. Hospital Media Network is the first community health and wellness media portal to offer simultaneous, multi-channel, access for marketers seeking high-impact, targeted, and scalable advertising solutions. Visit [www.hmnads.com](http://www.hmnads.com).

*Statements in this press release concerning the Company's business outlook or future economic performance, anticipated profitability, revenues, expenses or other financial items, and service offering growth, together with other statements that are not historical facts, are "forward-looking statements" as that term is defined under the Federal Securities Laws. Any forward-looking statements are estimates, reflecting the best judgment of the party making such statements based upon currently available information and involve a number of risks, uncertainties and other factors which could cause actual results to differ materially from those stated in such statements.*

### **Contacts:**

Chris Culver, CEO

Ken Smallwood, Vice President Sales and Marketing

Phone: (212) 358-4001

Phone: 212-358-4043

Email: [chrisc@hmnads.com](mailto:chrisc@hmnads.com)

Email: [kens@hmnads.com](mailto:kens@hmnads.com)