

Health Media Network Broadcasts “The Wumblers”

Popular Children’s Television Series Debuts on Health Media Network on October 1, 2008

September 4, 2008 – Health Media Network announced the addition of the popular children’s program “The Wumblers” to its schedule of digital television broadcasts starting October 1, 2008. With its strong emphasis on multicultural programming, Health Media Network is a perfect home for the cartoon series, whose audience spans a diverse cross section of the population.

“The Wumblers” is both a TV series and brand that has been strongly embraced by the U.S. Hispanic-Latino population. The Wumblers are a whimsical collection of multi-colored, bulbous-shaped characters whose stories blend inspiration, imagination, and fun. The program is produced by The Giddy Gander Company.

“As The Wumblers’ primary focus is to support children and families, doing so in medical-related environments is an obvious choice,” states Laura J. Wellington, CEO, of The Giddy Gander Company and creator of “The Wumblers”. “We are quite pleased to team with Health Media Network in this regard.”

The series will be broadcast over Health Media Network (HMN). HMN programming is broadcasted in waiting rooms and treatment areas of major metropolitan hospitals and medical practices. Health Media Network’s digital television screens and poster displays reach millions of health-minded consumers, patients, and medical employees every month. Health Media Network’s digital television system (HMN TV) consists of 42” LCD widescreen monitors with individual IP addresses so both content and advertising can be sent to specific locations within our network on behalf of marketers.

HMN is a strong multicultural channel – generating over 68 million Hispanic impressions annually according to Arbitron. “The Wumblers” will be broadcast over HMN’s Parenting Network and Women’s Wellness Network. The program will be broadcast in English and Spanish.

“We are pleased to welcome quality programming,” said Ken Smallwood, Health Media Network’s Vice President, and Sales & Marketing. “ ‘The Wumblers’ is a great addition to HMN’s program schedule and will offer sponsors a new opportunity and option for their advertisements’ messages to be seen.”

About The Giddy Gander Company LLC

The Giddy Gander Company LLC was formed in August of 2006 to offer families inspirational, educational, and fun preschool television. The Giddy Gander Company LLC believes in the whole child and making the world a better place for all children. They believe that each of us is responsible for the other despite our differences, and if given the opportunity, our differences can be our greatest strengths.

About Health Media Network

Health Media Network broadcasts in the corridors and on the walls of America’s hospitals, healthcare centers, clinics, and doctor’s offices. Health Media Network surrounds consumers with targeted advertising, marketing, and educational information. Health Media Network reaches millions of health-minded consumers, patients, physicians and medical employees every month and is the first community health and wellness portal to offer simultaneous, multichannel access for markets seeking high-impact, targeted, and scalable advertising solutions in the healthcare space.

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