

Press Release

Health Media Network Expands to New Markets

HMN Signs Agreements with Healthcare Facilities in Major U.S. Markets

NEW YORK, NY, August 20, 2009 — Health Media Network (HMN) announced plans to expand its point-of-care digital signage network into major U.S. markets, including Detroit, Miami, St. Louis, Los Angeles and Chicago. The move signals the growing demand for HMN's services by healthcare providers and advertisers. Installations in Miami, Detroit, and St. Louis were recently completed. Expansion to other markets is slated for the second half of 2009. HMN's largest market is New York City, where it owns and operates a network comprising physicians' waiting room areas.

"HMN's ongoing expansion to major new markets is a sign that our technology, high-quality programming, and audience demographics are attracting real interest across the country," said Christopher J. Culver, HMN's Chief Executive Officer.

HMN generates 188 million annual impressions. The media company offers to healthcare facilities free digital flat-screen monitors and health-related programming. Facilities that become part of HMN's network are also given the ability to upload their own messages and announcements to patients and employees through a website interface. For advertisers, HMN offers marketers the ability to target specific demographics (i.e. women and children) and medical specialties (i.e. dentists and cardiologists) via its IP-addressable network.

As part of the company's rollout, it has expanded its digital programming to include more health-related segments plus brand-new content featuring health and fitness trivia, inspirational quotes, children's cartoons, and additional Spanish programming for its Hispanic waiting room network.

About Health Media Network

Health Media Network (HMN) is located in the corridors and waiting rooms of America's healthcare centers and physicians' offices. HMN surrounds consumers with targeted advertising, marketing, and educational programs from the moment they step through the door – integrating brands into their everyday lives. Health 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. For more information, please visit www.hmnads.com

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