

Press Release

Health Media Network and Medisys Health Network Enter into Long-Term Agreement

HMN to develop digital signage in 14 Medisys Health Network venues in New York City

NEW YORK, NY, March 30, 2010— Health Media Network (HMN) has entered into an agreement with Medisys Health Network of Jamaica, New York. Under the agreement, HMN will install digital and static signage networks to educate, entertain and inform patients, visitors and staff.

HMN digital screens are located in the public corridors and waiting room areas of hospitals, healthcare clinics, and private physician offices. Health Media Network offers healthcare facilities 32”digital flat screen monitors which carry health related programming, light entertainment, weather and local news. Participating facilities are also given the ability to upload their own messages and announcements on the network through a website interface. Thanks to the IP-addressability of its network, HMN is able to offer marketers the ability to target specific demographics and medical specialties and take full advantage of its digital technology platform.

“Medisys Health Network looks forward to working with HMN as part of our continual effort to improve the waiting room experience at our healthcare facilities” said Michael Hinck, Associate Director of Public Affairs at Medisys.

Installation of HMN media assets at Medisys facilities will commence in June, 2010 and will add to HMN’s growing roster of large scale healthcare venues located in the New York City market.

“On behalf of everyone at Health Media Network, I would like to heartily welcome Medisys to our network and look forward to implementing HMN’s digital and static communication platform to benefit the Medisys community as well as our sponsoring media clients” said Christopher J. Culver, CEO of Health Media Network.

About Health Media Network

Health Media Network is an internet-enabled digital screen network located in the corridors and waiting rooms of America’s hospitals, healthcare centers and private physician’s offices. Health Media Network surrounds consumers with targeted educational programs and advertising messages from the moment they step through the door – integrating brands and health messages into their everyday lives. Visit www.hmnads.com.

About Medisys Health

Medisys Health Network is a large, New York based healthcare provider which owns and manages over 850,000 outpatient visits annually in more than 20 facilities in the greater New York City area. Medisys employs over 11,000 staff and generates \$2.1 billion in annual revenue. It’s private physician network (TJH) is one of the largest in New York.

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