

## Press Release

# Health Media Network Selects EnQii to Drive HMN's Digital Platform

**NEW YORK, NY, September 12, 2009** — Health Media Network (HMN) has entered into an agreement with EnQii North America for the provision of Software as a Service (SaaS) to run the HMN digital network. HMN will convert its entire digital screen network to the EnQii platform in the next 30 days. The selection of EnQii follows HMN's extensive review of SaaS providers in the digital-out-of-home marketplace.

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 digital flat screen monitors and a wide array of health related programming. Participating facilities are also provided with the tools 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 digital technology.

"HMN is pleased to be working with a highly regarded provider like EnQii. Their reputation is excellent and we've found them to be professional and competent from the outset. As HMN scales its network nationally, it's crucial for it to be aligned with a software provider with the kind of experience and financial stability that EnQii has demonstrated." said Paul Theisen, Chief Operating Officer of HMN.

### 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. HMN surrounds consumers with targeted advertising, marketing, and educational programs from the moment they step through the door – integrating brands into their everyday lives. HMN 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. [www.hmnads.com](http://www.hmnads.com).

### About EnQii

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong, Shanghai and Melbourne. As one of the world's truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behavior with its powerful media technologies to provide clients with fully managed solutions that enables them to advance their overall customer communication strategy for many years to come. EnQii was voted the number one global digital signage provider for the second year in a row by [www.DailyDOOH.com](http://www.DailyDOOH.com). [www.enqii.com](http://www.enqii.com)

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