



eyemagnet Media increases its digital footprint to include 1,000 Snap Fitness locations.

San Francisco – March 11th 2010

eyemagnet Media LLC, a subsidiary of eyebagnet New Zealand, and Snap Fitness, Inc. USA have announced their partnership in a joint venture, to deploy a new digital out-of-home (DOOH) advertising network in all of Snap Fitness' 1,000+ health clubs in the USA. The initial installation and roll out will commence in March 2010.

The joint venture will be referred to as SFI Digital Media. The network will deploy industry changing technology developed by eyebagnet, the Wellington, New Zealand, DOOH software company. Advertising sales will be a joint effort between in-house sales from eyebagnet Media, strategic partnerships and DOOH advertising aggregators. SFI Digital Media will begin installations in top DMA locations.

"We are extremely excited to be partnering with a company such as Snap Fitness. eyebagnet is an industry leader in the development of interactive DOOH software just as Snap Fitness has been an innovator in the fitness club industry. Fitness centers continue to be a strong focus for eyebagnet Media due to the gym member's engagement, demographic, and long dwell times" says Paul Treacy, eyebagnet CEO

Snap Fitness CEO Peter Taunton is excited about the new partnership and looks forward to the long-term benefits this will have for both Snap Fitness franchise owners as well as members.

"Snap Fitness is committed to finding new ways to give members more for their money, while also allowing franchise owners the opportunity to grow their business and achieve long-term success. By joining with eyebagnet, members now have the opportunity to take advantage of great value-added benefits and owners are able to capitalize on the tremendous cross-promotional opportunities that come with the launch of SFI."

About eyebagnet (www.eyemagnet.com)

Founded in 2004, eyebagnet is a software company which specializes in the integration of mobile applications and out of home television platforms. Their primary objective is to leverage mobile and television broadcasting technologies to the DOOH market. The patent pending technology platform and philosophy is to provide interactive information and targeted media that significantly increases the value of a DOOH network.

Media Contact: Datta Nadkarni
Datta.Nadkarni@eyemagnet.com

About Snap Fitness (www.SnapFitness.com)

Fresh off its No.16 ranking on Inc. Magazine's annual ranking of the country's 500 fastest-growing private companies, Snap Fitness is the world's fastest-growing fitness franchise with approximately 2,000 locations sold worldwide and some 30-40 new stores added monthly. Founded in 2003 by CEO Peter Taunton, the Chanhassen, Minn.-based franchisor offers compact, state-of-the-art, 24/7 express fitness clubs that emphasize fast, convenient and affordable workouts in neighborhoods across America and world wide.

Media Contact: Patrick Strait
pstrait@snapfitness.com