

Stonyfield Farm Helps Gym-Goers Kick-Start Their New Year's Resolutions with Health Club Media Network Campaign

Club Members to Receive Coupon Discount on Stonyfield's Oikos Greek Yogurt

LOS ANGELES, Feb. 1, 2011 /PRNewswire/ -- Gym-goers who are working to fulfill their New Year's resolutions are getting a little extra help thanks to a new campaign for Stonyfield Farm Oikos Organic 0% fat Greek yogurt launching on the Health Club Media Network (HCMN).

The Oikos campaign, conducted at select health clubs in the HCMN network, consists of attractive ads coupled with tear-off, instant redeemable coupons (IRC) valued at \$1.00 off any Oikos products. The ads promote the organic yogurt as having zero percent fat and two times the protein of ordinary yogurts and features the campaign's tagline, "Possibly the best yogurt in the world."

Anne-Sophie Schmitt, brand manager, Stonyfield Farm said, "We turned to HCMN for this campaign in order to enhance awareness, drive trial and influence the opinions and purchasing behavior of Oikos among active adults. HCMN also allowed us to geo-target our consumer outreach to select gym locations that were near key retailers that sell our products."

This is Stonyfield's first campaign with HCMN (www.hcmn.com), the largest exclusive provider of advertising and marketing programs in health clubs and fitness centers across the U.S.

"Our CPG clients are targeting health- and nutrition-focused audiences where they are choosing to improve their lives and right before they go on a regular shopping trip," said Richard Hirsch, EVP, Health Club Media Network. "These clients are finding that coupon tear pads placed on in-club media panels are generating redemption rates that are ten to 20 times their benchmark FSI rates."

For more information on HCMN, follow us on Twitter and Facebook at www.twitter.com/healthclubmedia or <http://www.facebook.com/HealthClubMedia>.

About Stonyfield Farm

Stonyfield Farm, celebrating its 27th year, is the world's leading organic yogurt company. Its all natural and certified organic yogurt, smoothies, milk, cultured soy, frozen yogurt and ice cream are distributed nationally. The company advocates that healthy food can only come from a healthy planet. Its use of organic ingredients helps keep over 180,000 farm acres free of toxic, persistent pesticides and chemical fertilizers known to contaminate soil, drinking water and food. To help reduce climate change, Stonyfield offsets all of the CO2 emissions generated from its facility energy use. The company also started a nonprofit called Climate Counts (climatecounts.org) which shows people how they can help fight climate change by the way they shop and invest. Stonyfield also donates 10% of its profits to efforts that help protect and restore the Earth. For more information about Stonyfield Farm, its products and initiatives, visit www.stonyfield.com.

About Health Club Media Network (HCMN)

Founded in 1995, HCMN (www.hcmn.com) has grown to become the U.S. market leader in the field of health club advertising and marketing. HCMN's exclusive network now extends to nearly 4,000 clubs across 49 states and 120+ DMAs, with significant presence in the top 20 DMAs. The company's clients include Kraft, Unilever, P&G, Honda, GSK, Target, Coca-Cola and many others. HCMN is headquartered in Los Angeles with sales offices in New York and Chicago. Its investors include Parthenon Capital Partners, a private equity firm based in San Francisco and Boston.

This release is available in the Feintuch Communications media room at www.feintuchcommunications.com/hcmn.

SOURCE Health Club Media Network (HCMN)
