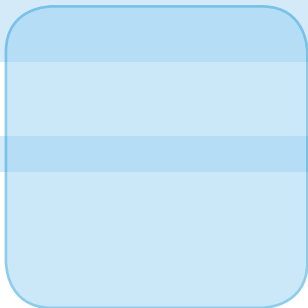


thehealthfinder

the only way to start a healthy campaign



About Us

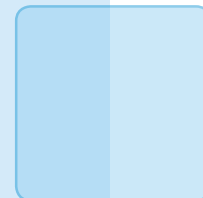
thehealthfinder group is one of UK's most successful and established internet companies in the field of consumer Health, Fitness, Lifestyle and Leisure. As well as providing invaluable information to fitness professionals we have had web sites operating since 2000.

thehealthfinder group has developed many of the UK's leading independent health and fitness websites. These sites are used as a source of valuable information as well as being entry points to many of the UK's leading brands including sports, health and leisure companies, health clubs, exercise professionals and diet and weight loss resources.

We have developed solid relationships with a select group of key partners to provide new and fresh areas of the site which includes an "Ad-serving platform" which provides a dynamic and flexible environment through which we manage our clients, campaigns and communications. We are also technically supported by one of the worlds leading hosting companies, Rackspace, which means downtime is minimized and server space is optimized for efficient user experience. Thehealthfinder group works hard to ensure it works with companies and brands that complement our current services, partners and content.

With a consistent organic presence on all major search engines, additional 'pay per click' advertising budget and dedicated marketing team, our sites perform exceptionally well across a broad range of topic areas relating to our bespoke content and fully managed directories.

thehealthfinder group works with a variety of partner websites, health and fitness organisations, product suppliers, magazines and television production companies. We work directly with a large portfolio of key clients within the health and fitness arena, including David Lloyd, Sky Media, Barcelo Hotels, Curves, Leisure Jobs, Prudential, Nike and most of the major health club chains.



Site Overviews

The following sites are part of our portfolio:

www.thefitmap.co.uk

www.thefitmap.com

www.NetFit.co.uk

www.GetFit.com

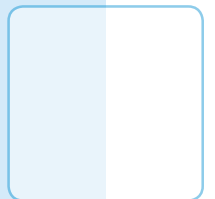
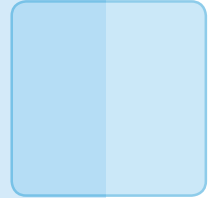
www.gymuser.co.uk

www.Weightlossforgood.co.uk

www.Slimming.co.uk

www.nrpt.co.uk

www.thehealthfinder.co.uk



Site Overviews

thefitmap.co.uk

Online in 2000, thefitmap.co.uk is content rich with particular strengths in health, exercise and fitness information. thefitmap.co.uk is home to the UK's leading health club and personal trainer directories by usage, as well as having a further 7 related directories.

Serving over 3,000 pages of original content, the site offers quality, impartial information provided by our existing relationships with key health, fitness and nutrition professionals.

Key facts:

UK Health fitness and lifestyle content
 61% ABC1 Female
 22% ABC1 Male
 17% Other
 750,000 page impressions per month

thefitmap.com

thefitmap.com has recently been redeveloped to serve new professionally sourced and written information for the US market. Using US databases for the health club, personal trainer and holistic therapists, we have extensive plans for this site in 2007. More details are available upon application.

Key facts:

US Health fitness and lifestyle content
 54% ABC1 Female
 31% ABC1 Male
 15% Other
 100,000 page impressions per month

GymUser.co.uk

GymUser.co.uk is our longest standing UK health club site. We are increasingly running joint campaigns across GymUser and thefitmap.co.uk sites as GymUser.co.uk has a larger male audience than thefitmap.co.uk. This helps to balance campaign delivery for clients requiring a more focused target audience.

Year on year, GymUser.co.uk has increased its share of online health and fitness traffic, and with our ad partners, has been able to target key clients such as Pru Health, HSBC, Royal Marines, Optimax and Cancer Research.

Key facts:

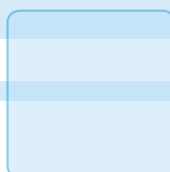
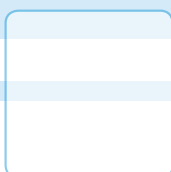
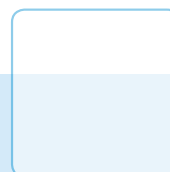
UK Health and fitness content
 54% ABC1 Female
 31% ABC1 Male
 15% Other
 100,000 page impressions per month

Slimming.co.uk

One of our key weight management url's, complementing weightlossforgood.co.uk. With similar information, Slimming.co.uk will be targetted more generally to take advantage of the URL itself in terms of branding and name recognition.

Key Facts:

UK Dieting, weight loss and exercise content
 90K impressions per month



Site Overviews

nrpt.co.uk

The NRPT (national register of personal trainers) is the only UK personal trainer site that works with UK exercise regulatory bodies. With over 850 self employed, qualified and insured personal trainers as members, the site itself receives over 40k searches per month from consumers looking for a personal trainer. In addition it also serves searches for over 10,000 individuals looking to enter the fitness industry.

Key facts:

UK Dieting, weight loss and exercise content
 59% Female
 38% Male
 3% Other
 300K impressions per month

NetFit.co.uk

One of our most established sites, NetFit.co.uk has a large revisiting user base and is one of the most comprehensive exercise sites available on the internet with over 5,000 pages of content, programmes and advice.

Key Facts:

UK health, fitness content
 39% ABC1 Female
 42% ABC1 Male
 19% Other
 1.2m impressions per month

GetFit.com

Originally developed around an artificial intelligence exercise program, recent consumer focus groups pointed us towards dividing the site into several carefully defined sections.

The exercise applications can be bought and paid for on a monthly basis and can be purchased and downloaded by exercise programs for pre/post natal weight loss and also individual exercises.

Key Facts:

UK & US Health & fitness content
 47% Female
 39% Male
 15% Other
 200k impression per month

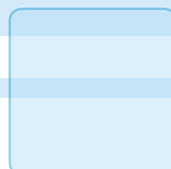
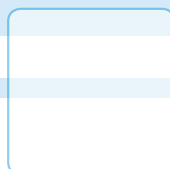
Weightlossforgood.co.uk

A market leader for the online dieting and weight loss market. A content rich website with information on dieting, slimming and the respective products. Included are additional areas concentrating on exercise as part of a healthy lifestyle and on-going weight loss process.

This site will be added to extensively in late 2007 to align alongside the Slimming.co.uk brand.

Key facts:

UK Dieting, weight loss and exercise content
 79% Female
 15% Male
 6% Other
 250,000 page impressions per month



Unique Market Insights

Our dedicated sales team will work with you to provide you with a route into the online health & fitness industry that will ensure your marketing campaign achieves the results you require. We take the time to develop an understanding of your business and your market, before creating a strategy that will ensure you get value for money and to maximise your returns.

Creative Specification

Basic Advertising Specs

| Ad Type | Dimensions | Weights |
|------------|------------------|-----------|
| Banner | 468 x 60 pixels | Up to 30k |
| Button #1 | 125 x 125 pixels | Up to 20k |
| Button #2 | 120 x 300 pixels | Up to 30k |
| Skyscraper | 120 x 600 pixels | Up to 30k |
| MPU | 300 x 250 pixels | Up to 30k |

Please always supply a static or animated gif back-up to any Flash file.

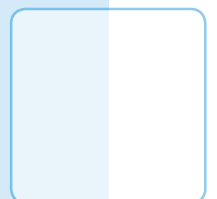
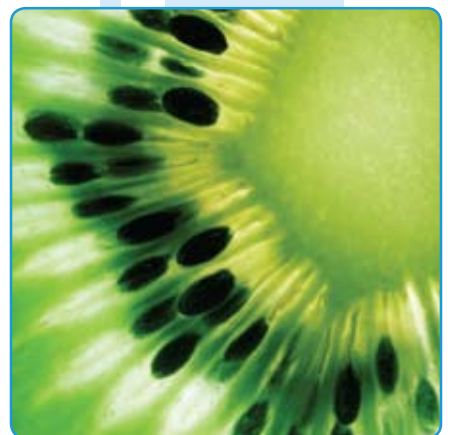
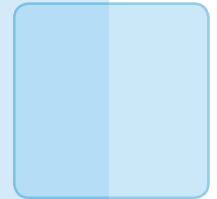
URL link – Please supply the click through/tracking URL when sending creatives.

Dynamic Advertising Specs

| Ad Type | Dimensions | Weights |
|-----------------------|-------------------------------|------------------------------------|
| Expandable Banner | 468 x 60 to 468 x 350 pixels | Up to 30k |
| Expandable Skyscraper | 120 x 600 to 350 x 600 pixels | Up to 30k |
| Overlay | 400 x 400 pixels Max | 3rd Party Vendor limitations apply |
| Page Peels | 800 x 600 pixels Max | 3rd Party Vendor limitations apply |

All dynamic advertising must be user activated via a roll over and have a visible close button. Any sound must be set to OFF as standard, and be user activated to turn on if required. Overlays must time out after no more than 15 seconds.

Page Peels can be activated via a peel on the right or left hand side of the page – no larger than 50 x 50 pixels.



Contact

For more information regarding campaign uploads, campaign delivery, and all other traffic queries please contact;

Affiliate Manager – Will Broome
will.broome@uk.thehealthfinder.com

alternatively contact

Sales & Marketing Manager – Ian Groves
ian.groves@uk.thehealthfinder.com

For more details regarding advertising rates and available inventory
Contact our offices on 08700 170 160

