

## **Captivate Network adds fitness blog for viewers who want a 'real people' approach to staying healthy**

*Blog responds to 95 percent of Captivate Network viewers interested in fitness and offers a new, sensible resource for busy lifestyles*

**CHELMSFORD, Mass., Sept. 10, 2009** – Captivate Network has launched a new health and wellness blog designed to fit into the lifestyles of busy professionals who are concerned about fitness, but who don't always have the time to hit the gym as often as they want. Written by an editor who lost 100 pounds through diet and exercise, "*Weigh In*," at [www.captivate.com](http://www.captivate.com), features advice on those topics, news on fitness trends, and a humorous take on issues like the health value of pickle juice. It will also include tips from high-profile trainers such as Jillian Michaels ("*The Biggest Loser*"), Patrick Murphy (trains Mario Lopez and Eva Longoria) and Gunnar Peterson (trains Bruce Willis, Hugh Jackman, Jennifer Lopez, Angelina Jolie).

In addition to the high percentage of Captivate viewers interested in fitness (95 percent), Captivate Network's July 2009 audience survey also revealed that 82 percent of its viewers participate in planned exercises like jogging, bicycling or team sports, at least once a week. Captivate was able to respond quickly to these viewer interests with the new fitness blog because it employs a seasoned editorial staff that produces its own content. "*Weigh In*" will join several blogs already hosted on Captivate's Web site that cover environmental issues, technology, cooking, movies, wine, books and a recently launched gaming blog, "*Gamer's Edge*."

New content like blogs also provides an effective venue for advertisers to align with complementary topics. In addition, an advertiser's message can move from the elevator screen to online via Captivate blogs hosted on the Captivate Web site.

"We learned early on that if we worked hard to create compelling content our viewers found interesting, and constantly surveyed them to validate and expand upon these interests, we'd build a durable, interactive relationship with them," said Captivate Network President, General Manager and Founder Mike DiFranza. "This blog and others we've launched have demonstrated our commitment to keeping viewers informed and entertained, and our editorial staff has the skill and experience to deliver that content in an attention-grabbing format."

Captivate Network editor Kate Scanlan, a member of the company's editorial staff, authors the blog. Scanlan views fitness through the prism of her own struggles to lose weight and watching others go through the same journey and has drawn inspiration from shows like *The Biggest Loser*. She will draw from her own experience and the best tips and advice from more than 100 Captivate Network content providers to help viewers sort through the omnipresent and often contradictory health advice they hear.

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"I like finding out that getting extra sleep can also help you shed pounds," says Jennifer Cosme, a Boston-based business professional and Captivate Network viewer. "*Weigh In* is an interesting blog and I am looking forward to all new posts. I am not a total gym freak but I find these tips valuable."

Captivate Network will run fitness tips on its 9,000-plus digital screens that reach millions of "spend ready consumers" every day. Spend ready consumers are employed, educated professionals earning more than \$75,000 per year. The screens, in elevators and office tower lobbies, will refer viewers to Captivate's Web site for more detail.

### **About Captivate Network**

Captivate Network is the leading media solutions company in the out-of-home video advertising market. Through multiple touch points – on screen, on line and on site – Captivate enables advertisers to engage a highly desirable and targeted audience of millions of employed, "spend-ready" consumers at a time and place when they are most inclined to make business and personal buying decisions. Captivate was founded in 1997 and acquired by Gannett in 2004. The company is headquartered in Massachusetts, with offices throughout North America. For more information visit [www.captivate.com](http://www.captivate.com).

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