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PRESS RELEASE

Incentivated to mobilise Cannons Health Clubs

Mobile marketing agency Incentivated has been appointed by Cannons Health Clubs to provide a mobile and email marketing solution which aims to increase new membership acquisition and support its member relationship programme.

Cannons' staff at the head office and local level will use Incentivated's online mobile campaign management platform 'iris' to increase awareness of membership promotions 'promote added value services and deliver operational information including appointment reminders via SMS via their mobile phones and email.

Cannons is a leading health and fitness operator in the UK with over 165,000 members across 67 sites.

Mathew Hart, Group Marketing Director at Cannons comments: "Mobile is emerging an effective way for us to deliver time sensitive promotional and operational messages to our members and prospective members, Incentivated demonstrated a solid understanding of our needs, and proposed a comprehensive campaign solution that could be managed at HQ or club level".

Jonathan Bass, Managing Director at Incentivated, adds: "Today's health club operators run highly efficient businesses, and customer service is a key differentiator. Cannons' mobile and email campaigns are low cost solutions for winning new customers, and retaining existing members".

For further information:

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Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

managing mobile interactivity

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Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Masterfoods, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

For more information please visit: <http://www.incentivated.com/>