



18, January 2006

PRESS RELEASE

LivingWell Chooses Incentivated's 'iris' Mobile Marketing Platform To Drive New Membership Programme and Extend The Brand

LivingWell, one of the UK's leading health club chains and part of Hilton Group plc, has chosen Incentivated's mobile marketing platform 'iris' for national roll-out at its Premier sites. These sites offer a full range of facilities including gym, aerobics, group classes, spa, 'Sensory' hair & beauty salon, crèche and café. Text messaging is being adopted as a customer relationship management and prospecting tool alongside other existing media.

LivingWell ran a trial of the mobile medium in 2005 and uncovered excellent results from opted-in members, i.e. those choosing SMS as their preferred B2C communication channel. Building upon its extensively developed 'Member Journey' programme, LivingWell has plans to use text messaging in numerous ways from start to finish of each member's relationship with the brand. This includes; welcome messages to new members, appointment and class reminders, text & win promotions and referral programmes. Several of these activities were launched in time for Christmas and New Year – an important time of the year for the health & fitness industry – with excellent results.

Martin Franklin, National Sales Manager of LivingWell said, "Thank you for a smooth roll out and for your personal attention to ensure it happened. It is important to LivingWell to have strong account management provided by our technology suppliers; particularly when used for marketing purposes. This is one of the things that led us to go with Incentivated over the other supplier we looked at. We look forward to trying mobile marketing in other areas of our 'Member Journeys' throughout 2006."

Elaine, Sales Manager of the LivingWell Strathclyde club said, "To give you an example of the kind of results you can get, we sent a message to eighty prospects *yesterday* and have had six joiners already – we love it."

Jonathan Bass, Managing Director at Incentivated, said, "We are very proud to be associated with LivingWell and look forward to helping them acquire and retain members. LivingWell has chosen to allow local sites to choose the timing of their own promotions while at the same time Martin and head office retain control of the message content and therefore branding. Our mobile marketing solution 'iris' is based on three year's feedback from clients in the health & fitness sector and really is the most sophisticated tool on the market. LivingWell now has the potential to employ all the latest aspects of mobile marketing alongside their existing membership contact system. We expect to see a strong contribution to their bottom-line."

page 1 of 2

managing mobile interactivity

Incentivated Limited

1 Love Lane, London EC2V 7HJ (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985
email: info@incentivated.com www.incentivated.com

Registered number: 4330957. England and Wales

Contact Details

For more Information and photography

Tresena Hastings
Reality PR
tresena@realitypr.co.uk
+44 (0)20 8663 6111

About Incentivated

Founded in 2001, Incentivated is a mobile marketing agency that provides software for straight forward integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands, charities and public sector bodies to improve the effectiveness of communication between the organisation and its customers. Greater participation resulting from the use of the mobile medium and reduced operating costs typically lead to increase ROI.

Incentivated's mobile marketing products and services have been developed using the latest technologies in text and picture messaging for advertising, direct marketing, direct response and sales promotion. Using the Global Standard for Mobiles Incentivated can deliver mobile campaigns to the four corners of the globe.

In addition Incentivated has a range of sector-specific applications for mobile customer service and mobile commerce objectives. Mobile customer service enhances existing customer service processes by adding the mobile channel as an additional option for consumers. Incentivated's mobile commerce platform allows businesses to offer secure transaction processing, collection of payments by PSMS and content delivery to the handset.