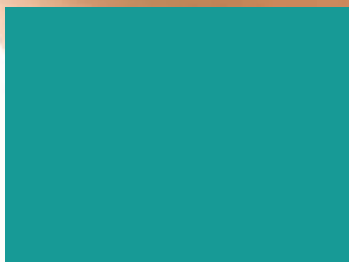
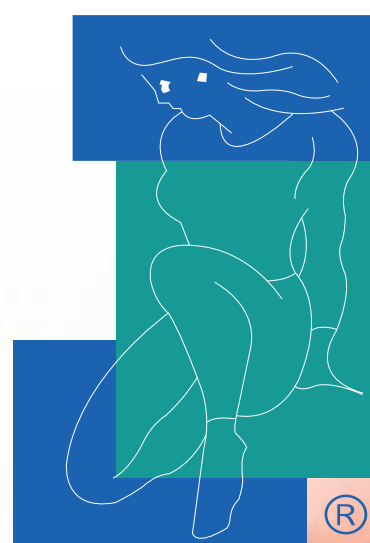


fernwood

Women's Health Club

 **1300**
Easy Dial
Phonewords



Fernwood Women's Health Clubs – 1300 FERNWOOD

"We are thrilled with our new PhoneWord! Since it's inception in July '06 the PhoneWord, 1300 FERNWOOD has worked extremely well with our TV and Outdoor advertising campaigns – significantly boosting response rates. We also believe that it is an excellent branding mechanism that continues to work hard even when the ads aren't on air. We've no doubt that it will continue to build response and brand awareness for us."

Vicki Ginders, Member Acquisition Manager, Fernwood Women's Health Clubs