

## **Retention Management Enters the Australia and New Zealand Markets**

*Thursday August 14, 2008, 2:45 pm ET*

CHARLOTTE, N.C./ Melbourne AU, August 14th — Retention Management and PulseTec Solutions Pty Ltd announced today that they have entered into a strategic alliance in which PulseTec Solutions will be the exclusive distributor of Retention Management services in Australia and New Zealand.

Retention Management, an industry leader in attrition defense services, currently operates in the United States, Canada and the United Kingdom. Their clients represent over 2.5 million fitness club members. PulseTec Solutions form part of PulseTec Pty Ltd, who also owns SportingPulse, the largest internet-based sports networking company in Australia and New Zealand.

Retention Management's program, working with a club's existing management software, provides:

- Identification and analysis of individual member usage patterns
- Personalized attendance-based emails that encourage visits
- Automatic intuitive attrition defense systems targeting low and non-users
- Marketing broadcast emails to promote member services and drive non-dues revenue

“Our initial reception ‘down under’ has been very well received,” said Richard Ekstrom, President of Retention Management. “No matter the country, clubs are looking for ways to more effectively engage their members, especially their new members and those that have not established a consistent usage habit. Clubs come to us because our technology does that for them, along with a very healthy Return on Investment.

“Although a long way from the US, the clubs in Australia and New Zealand have very similar needs” said Neil Earey, General Manager of PulseTec solutions. “The interest is clearly there for Retention Management to help grow revenue through greater member retention. Clubs are well aware of the importance of keeping existing members, not just focusing on signing up new members. Through Retention Management's service, members will know a club cares about them and reward them with their loyalty.”

### *About Retention Management:*

Retention Management, a privately held company, generates custom emails to members on a health/fitness center's behalf, focusing on new member orientation, member attendance, health/fitness education and the automation of attrition defense systems. Their company manages the complexities and time demands of running a comprehensive member communication program for health/fitness centers.

### *About PulseTec Pty Ltd:*

PulseTec Pty Ltd, the parent company of PulseTec Solutions and SportingPulse, is the driving force behind several information technology innovations and software solutions on the world scene today. The PulseTec team builds profitable businesses through the application of relevant technology. SportingPulse Pty Ltd is the leading solution for grassroots sporting organisations seeking to run their competitions more efficiently and incorporate the new media of the Internet in their administration. Since 1999, SportingPulse has developed software solutions for sporting bodies to communicate to their community via

the Internet and keep central control of their data and processes. PulseTec Solutions takes the best solutions for the fitness industry and backs them up with personalized support and training.

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