



# Press Release

## Media Contacts:

Akiko Abe  
Phone: 415.365.6845  
Email: [healthmart@cohnwolfe.com](mailto:healthmart@cohnwolfe.com)

## Health Mart Pharmacists Take Center Stage in New National Advertising Campaign

*AFG's Health Mart Town campaign will use real Health Mart pharmacists playing themselves and kick off during award-themed, high-impact national TV events including the Grammy's, the Super Bowl, the Winter Olympics and the Academy Awards*

**SAN FRANCISCO — February 1, 2010** — Health Mart®, a leading network of independently owned pharmacies across all 50 states, unveiled a new national ad campaign to highlight the personal care and services offered to its patients and customers in communities across the U.S. The advertising campaign will initially roll out with thirty- and fifteen-second national television commercials featuring a new *Health Mart Town* creative concept. The new campaign, developed by IPG's Avrett Free Ginsberg (AFG), stars real Health Mart pharmacists and showcases how they have impacted their local communities by taking the time to care and provide special services such as diabetes counseling and testing.

The new *Health Mart Town* campaign premiered on Sunday, January 31<sup>st</sup> during the Grammy Awards telecast on CBS and will continue with an additional blanket of TV spots on networks including CBS, NBC, HGTV, TLC, USA, A&E, Fox News, Style, TNT, Lifetime, and The Food Network. In addition, a heavy schedule of broadcast TV spots will air in 77 local markets across the country during the Super Bowl on CBS, NBC's broadcast of the Winter Olympic Games from Vancouver, and the Academy Awards telecast on ABC the evening of March 7. The four national marquis programs – often labeled “appointment TV” – attract large and diverse audiences, and typically rank among the top five programs based on audience viewership.

“Health Mart pharmacies focus on providing great customer service, as recognized by J.D. Power and Associates in 2009, is what we're seeking to spotlight through the new *Health Mart Town* campaign,” says Tim Canning, Health Mart President. “Health Mart is a national network of more than 2,500 locally owned pharmacies offering the special care and service you can only get from a member of your community. This new advertising campaign highlights the emotional connection our pharmacists have with their customers, and it showcases that devotion to a national audience, while spotlighting the fact that Health Mart Pharmacies are practically everywhere.”

The *Health Mart Town* advertising campaign will launch with stories about two Health Mart pharmacists: Terry Spears of Family Health Mart Pharmacy in Vernon, Texas, and Marc Brandell of Madison Avenue Health Mart in New York City. All footage was shot on location with the actual pharmacists playing themselves. “It was important to all of us to use as many real elements in the shoot as possible,” says AFG Creative Director Alex Bloom. “The main point we're trying to communicate with *Health Mart Town* is that no matter where you are—whether that's a small town in Texas, or a big city like New York City, and anything in-between—a locally owned Health Mart Pharmacy turns any place into a *Health Mart Town*...and that's a great thing for you, your family, and your community.”

The TV spots, shot by director Andrews Jenkins of Go Films, are filmed in black and white with the only color elements being the Health Mart signage. “We sought to create a visual style that told a story and also stood out in the category,” states AFG Executive Group Creative Director Joe Petruccio.

According to AFG Chairman Frank Ginsberg: “With an aggressive national media buy to kick off the campaign, including an overlay of local spots in more than seventy-five strategic markets during the Super Bowl and an array of high-profile award shows, both AFG and Health Mart executives are optimistic that it won’t be long before the whole country is logging on to the Health Mart website to find out if they live in a *Health Mart Town*.”

To find a locally-owned Health Mart pharmacy near you, or to inquire about becoming a Health Mart franchisee, please visit [www.healthmart.com](http://www.healthmart.com), where you will also find comprehensive online health and wellness information.

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### **About Health Mart**

Health Mart is America’s fastest-growing independent pharmacy network with 2,500 locally owned community pharmacies in all 50 states. Health Mart was awarded the highest customer satisfaction ranking among chain drug stores in the J.D. Power and Associates 2009 National Pharmacy Study<sup>SM1</sup>. Health Mart pharmacists provide personalized care and take the time to help patients understand their prescription drug coverage, how to safely manage multiple medications, improve their health through diet and exercise, and how to take advantage of lower-cost medication options and prescription discount cards. As an important member of the healthcare team, Health Mart pharmacists possess strong clinical knowledge and partner with their patients, and their patients’ other healthcare providers, to help them manage and improve their health. The Health Mart franchise is owned by McKesson Corporation. Visit [www.healthmart.com](http://www.healthmart.com) to find a Health Mart pharmacy near you.

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<sup>1</sup> Study based on 12,215 total responses, and measures 7 chain drug stores. Proprietary study results are based on experiences and perceptions of consumers surveyed in June 2009. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)