



**SERIOUS
FUN**

hubbub™

play well. together.™

WHAT'S ALL THE HUBBUB?

Hubbub is a lot of things: Life with a scoreboard, social networking and an engine for positive change. Most importantly, Hubbub is a game where everybody wins.

Be a game changer

Imagine if every time you played a game, you lost half a pound or added a month to your life. Hubbub takes fun and transforms it into positive change. Channel that enthusiasm you put into tending virtual crops and launching irate birds toward getting healthy and feeling great. Hubbub's all about turning health and exercise into Play.

Ready, set, play

It's not a game unless you can scratch that competitive itch. Score points, earn badges, level up—just for doing what's good for you. We've tapped into that competitive streak we're all born with, found a new purpose for social networking and turned getting healthier into fun and games. Don't be surprised if you frequently hear people around the office and the dinner table asking, "So what level are you?"

Jump into a challenge

On Hubbub, there's something for everyone and every skill level. From drinking more water and taking lunch time walks to pushing yourself to run 25 miles this week.

Hubbub challenges come in five flavors:

MOVE: Running, walking, flying...how will you kick butt today?

NOURISH: Eating Challenges. No, not like a pie-eating contest.

BALANCE: Get centered and find your zone.

MINGLE: Connect and use the collective strength of Hubbub to do good.

REWIND: Turn your body clock back... way back.

Launch one of your own

Sure, Hubbub is full of fun challenges, but sometimes the game's even better when you get to make the rules. Create custom challenges that speak to you and your friends. You have the power to make Hubbub yours.

Invite friends and family

What's the fun of leveling up, scoring points and winning badges if you're doing it alone? Build your own team of best buddies and family so you can cheer each other on to the finish line.

Name your own coach

Don't you wish life came with a personal trainer? With Hubbub, it does. Find a highly-trained Hubbub coach to inspire you, answer questions and provide guidance to help you meet your goals or just get the ball rolling.

Compete for prizes

Kudos, bragging rights and personal growth make great rewards. Know what else makes great rewards? Prizes. Cash money, tasty eats, cool shoes—look for extra rewards offered by Hubbub partners.

Here's what players say about Hubbub:

"Hey Hubbub friends. Just want to give a big THANK YOU for your support, inspiration and humor. Also SheaZam for talking me into joining. I am down 14lbs:)!!" -

BUNSOFFDACOUCH

"I can join challenges that keep me active and balanced, and if there isn't one that fits my needs, I can create my own!" - **MEGAN G.**

Launch a new adventure.

Log on to HubbubHealth.com today!

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