



**REMEMBER WHEN
YOU CALLED
EXERCISE PLAY?**

hubbub™

play well. together.™

Remember the days of hide-and-seek, backyard kickball, racing your bike all over town? It was exercise and friend-building, disguised as pure fun.

Hubbub sprinkles that spirit of healthy playfulness through cube-land and beyond. Throw in a big ol' dose of social networking, our collective love of games and competition, then hit *Play*.

Hubbub is life with a scoreboard. And it's gonna completely change your employees' outlook on how to achieve balance and well-being. We call it "gamification" with a healthy spin.

Be a game changer

Imagine if every time you played a game, you lost half a pound or added a month to your life. Through gamification—the process of transforming real-world problems into engaging, playful activities—we direct the enthusiasm people put into tending virtual crops and launching irate birds toward making healthy life changes.

Who's using gamification? Nike, Google, Facebook—you know, just the biggest, most cutting-edge folks around.

Keep score, have fun

As employees participate in challenges, earn badges and gain friends, their score goes up. Don't be surprised if around the office you frequently hear them asking, "So what level are you?"

Get social, get moving

When they log in during a break or after work, your employees will find their Hub familiar and intuitive, with an interface like Facebook and other social networking sites.

And Hubbub is even better on the go. Grab the iPhone or mobile Web app and join challenges, report progress, watch your friends and "Prove It" with unique photo-based check-ins.

Check the Pulse

Just like a heart rate monitor tells you how your body's doing, Hubbub Pulse gives you, the boss, real-time analytics on how your employees are doing. See how many have signed up for challenges, monitor your team's overall health and mood, bask in the success of completed challenges, and admire how your company stacks up with others.

Launch a challenge

Sure, Hubbub is already full of fun challenges, but sometimes the game's even better when you get to make the rules. Create custom challenges and activities with ease. Launch them to the entire Hubbub community (branded with your own company logo, even) or limit them to just your own employees. You have the power to make Hubbub yours.

Bestow a badge

Reward employees for the healthy behaviors you want to promote. We call 'em "two-sided badges." On one side the player sees a fun acknowledgement of their own accomplishments. And on the other, you have a powerful, customizable tool to "auto-magically" dole out financial incentives tailored to your company's own goals and budget.

Invite a friend

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—all extra rewards offered by Hubbub partners. We'll show you how third-party incentives can give your employees that extra push without tapping into your company's budget.

Challenge another company

Bears vs. Packers. Red Sox vs. Yankees. Every game needs legendary rivalries. Start one of your own with the guys across the street.



**MAKE A PLAY
DATE WITH
HUBBUB.**

WHAT'S ALL THE HUBBUB?

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. The best part for you? It's a turnkey solution that practically runs itself. There's nothing high maintenance about Hubbub.

Here's what employers and players are saying:

"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 am excited for the third party incentives; giving us the ability to market healthy activities to our employees using their incentives will make my job a whole lot easier." - **BENEFITS ADMINISTRATOR**

Wanna learn how to play?

Visit us at HubbubHealth.com today to arrange a demo.

HubbubHealth.com



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