

+1,800 TOTAL BLOG POSTS
(NOT INCLUDING OUTSIDE BLOGS) IF ADDED: +2,600

+41,000 HEALTH KWEST BLOG
TOTAL UNIQUE VISITS TO THE FAN BLOG

+5,000 EMAIL LIST INCREASE
DIRECTLY RELATED TO HEALTH KWEST

+54% CORPORATE WEBSITE TRAFFIC
PREVIOUS YEAR PERIOD COMPARISON

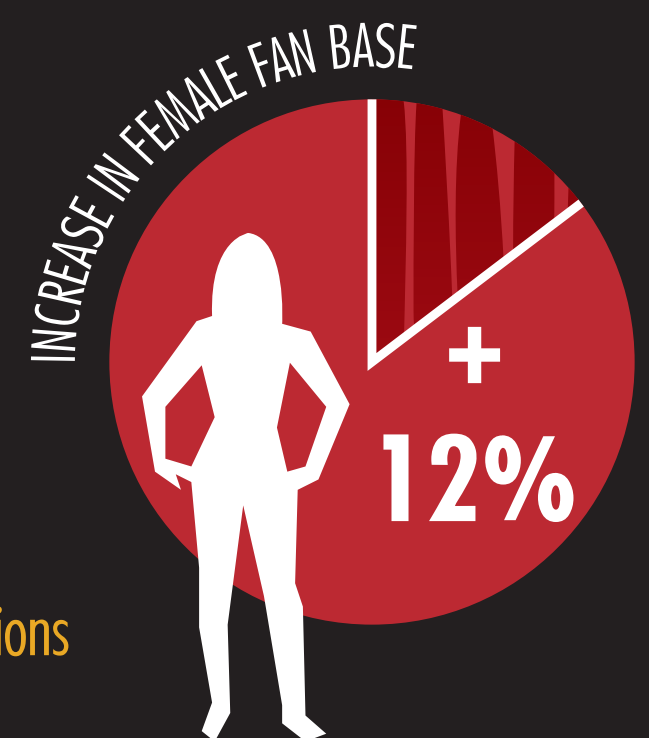
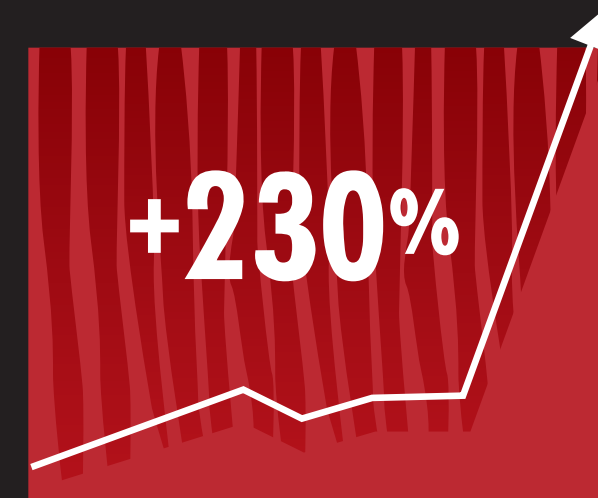
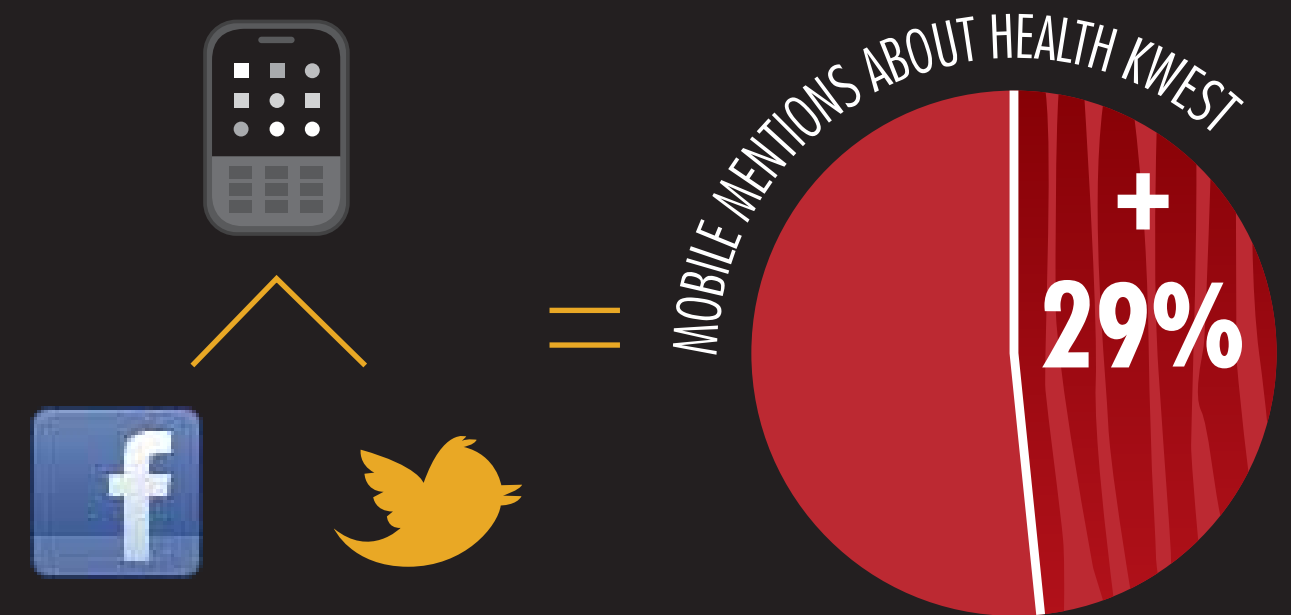
+KLOUT 9 KLOUT SCORE INCREASE
9 POINT SCORE INCREASE IN 60 DAYS

DIGITAL COMMUNICATION:
BLOG TO EMAIL
TO INCREASED BUZZ

185,000 VIEWS **TV** FAN VIDEO POSTS OVER 100

+1,000,000 FACEBOOK IMPRESSIONS DURING HEALTH KWEST

FACEBOOK IMPRESSIONS DURING HEALTH KWEST



60 DAYS +7,800 FACEBOOK COMMENTS & WALL POSTS
SOCIAL BUZZ—BRAND GROWTH

You Tube
Broadcast Yourself™

AMANDA HOLVERSON HEALTH KWEST Contender

THE WOODLANDS, TX
I am 24 year old and married and weigh about 265 lbs. Last year, I had my gallbladder removed leaving me unable to exercise. I am so ready to get this weight off and live my life. I want to be able to get pregnant and have a healthy pregnancy. I want to inspire people especially the young ones! Genghis Grill help me!



Increase in Healthy Food Mentions via GG

