



Last Revision: 3/27/2020

Template for Client Content Requests—Enrollment Fee Waived Offer

Instructions: The content below can be used for client-created Active&Fit Direct marketing materials during the months of **April, May, and June**. This is to offer employees/members a waived enrollment fee in light of fitness center closures due to COVID-19. **Active&Fit Direct clients MUST submit pieces they create to ASH Marketing for review.** Please allow for a 10-day turnaround to review materials. To expedite review, it is suggested that the content not be changed.

DO:

- Include the ™ trademark symbol on the first instance of Active&Fit Direct. If not used in a title statement, please include content block below.
- Include ASH's offering statement if trademarks or logos are used—note that the bracketed info could change based on what trademarks or logos are used: **The Active&Fit Direct program is provided by American Specialty Health Fitness, Inc., a subsidiary of American Specialty Health Incorporated (ASH). [Active&Fit Direct] and [the Active&Fit Direct logos] are trademarks of ASH and used with permission herein.**
- Use trademarked product name as an adjective (e.g., the Active&Fit Direct program or the Active&Fit Direct website). It should not be used on its own.
- Include the Active&Fit Direct badge when possible and follow all branding guidelines associated with ASH logo use. (Please use original logos/badge to ensure quality.)
- Reference the Active&Fit FAQ page to mitigate any member confusion:
<https://activeandfitdirect.com/FAQ/>
- Use the term "register" for someone creating an account and "enroll" for those who actually pay to sign up.
- Be cautious of printing materials too far in advance as program details are subject to change. Include the following disclaimer from the program's Terms of Service in annual member books or other long-lead time print materials: **ASH reserves the right to modify any aspect of the Program (including, without limitation, the Enrollment Fee, the Monthly Fee, and/or the Introductory Period) at any time by amending these Terms and Conditions. If we modify a fee or make a material change to the Program, we will provide you with no less than 30 days' notice prior to the effective date of the change; discontinue the Program entirely at any time upon advance written notice.**

AVOID:

- Avoid promoting the multi-facility benefit of the program. Although it is available, ASH Fitness tones down promotion of this feature to maintain strong relationships with our network fitness centers. OK to use the statement: **"You can switch fitness centers to make sure you find the right fit."**
- Avoid encouraging members to call Customer Services; most questions can be addressed via the FAQ: <https://activeandfitdirect.com/FAQ/>
- Avoid listing out specific fitness center chains in the network. Instead, use language such as: **Members can search the online directory for some of the nation's finest fitness centers in their area.**



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Product: The Active&Fit Direct™ Program

Offer:

Stay Active At Home
Enrollment Fee Waived April – June due to COVID-19.
Use promo code **ACTNOW25** at checkout.

Program Description (Short):

Choose from 800+ on-demand fitness videos and 10,000+ fitness centers nationwide for just \$25/mo. with the Active&Fit Direct program!

Program Description (Long):

Due to the closures of many fitness centers, we are pleased to offer you a waived enrollment fee, so you can stay active at home with 800+ on-demand fitness videos from the Active&Fit Direct program.

Your membership also includes access to 10,000+ fitness centers nationwide, with the ability to change anytime. Just \$25 a month, and no long-term contract!

Keywords (for background SEO use only; should be entered in lowercase):

fitness, exercise, membership, gym, health, well-being, wellness, active&fit, active&fit direct, active and fit

How to access:

Participants may enroll in the Active&Fit Direct program by accessing a custom link on their employer's or health plan's website. They will link over to the Active&Fit Direct website to enroll and obtain an ID card to present at selected fitness center.



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Limitations (Note: The highlighted below should be singular if only the Active&Fit Direct logo is used. It's plural if both the Active&Fit Direct logo and the "badge" is used in the same piece/webpage):

Participants must be 18 years of age, be located in the United States, and have a valid email address. Participants must pay by credit card and are charged in advance on a monthly basis using a recurring payment subscription. Participants commit to 3 consecutive months of membership. If a participant chooses to cancel, they must provide a 30-day notice of cancellation. All payments are subject to tax, if applicable, based on the participant's location.

Plus applicable taxes and enrollment fee. Enrollment fee waived <4/1/2020 – 6/30/2020>.

The Active&Fit Direct program is provided by American Specialty Health Fitness, Inc., a subsidiary of American Specialty Health (ASH). Active&Fit Direct and the Active&Fit Direct logos are trademarks of ASH.