

## **MEDIA RELEASE**

### **The Digital Company launches Health4you.com.au**

#### ***Online marketplace for health, fitness and wellbeing related services launched***

SYDNEY (1 May 2015) – The Digital Company (TDC) has announced the launch of its Health4You.com.au branded website in Australia, with future sites planned for New Zealand, South Africa and Canada.

The Health4You website runs on TDC's proprietary marketplace platform allowing businesses operating in certain health categories to list themselves on the website and then to manage and optimise leads and clicks generated by the website marketplace to their businesses. The key focus of Health4You is to help businesses improve their utilisation through new customer leads. Health4you in Australia will launch with over 20,000 health, wellness and fitness providers and this number is expected to more than double within 12 months.

Categories on Health4You include Personal Trainers, Gyms, Yoga, Pilates and Nutritionists through to coaches, therapists and health professionals across all suburbs in Australia.

Businesses understand the need for new customers and that this requires a great online brand presence and then the need to optimise this presence through text, rich media, ratings and reviews, and of course easy to find contact details. TDC researched the market and could see the need for a quality health and fitness based website to help consumers connect with businesses providing these services. New functionality is planned over the next 12 months including online booking and our Top 25 Awards.

For more information about The Digital Company, visit [www.thedigitalcompany.com.au](http://www.thedigitalcompany.com.au) and for more information on Health4you visit [www.health4you.com.au](http://www.health4you.com.au).

#### **About The Digital Company**

**The Digital Company** builds Online Marketplaces that connect businesses to customers and operates over 10 Online Marketplaces across 3 sectors and 4 countries including Australia, New Zealand, South Africa and Canada.

#### **Media Contact:**

For further information, please [contact us](#)