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Award-winning Kid Fitness DVD series NOW AVAILABLE to RETAILERS!

Series gives consumers a great way to educate their children about childhood obesity.

NEW YORK CITY, October 2, 2007 – *Kid Fitness*, a beloved children’s TV program broadcast nationally by PBS stations in 172 markets to more than 80 million households each week, recently announced its license expansion to allow retailers to resell the program at a deeper discount if they sign up for the reseller program prior to October 29, 2007.

Consumers have been asking for FUN nutrition- and health-conscious educational tools for their young children for years. The second-season *Kid Fitness* DVD collection answers that need fully, because every episode is devoted to helping parents, kids, educators and others understand childhood obesity in a way that’s great fun for kids! Backed by an Emmy Award-winning directorial and writing team and shot in high definition, the live, interactive public television series for preschool and elementary school-age children is set in a tropical jungle and features a Super Health Hero and his animal friends.

Viewers interact with the characters through song and dance, as they learn about the importance of making healthy food choices, exercise and life sciences. Featuring original music, each *Kid Fitness* episode takes young viewers on a memorable “edu-venture” that gets them up on their feet and moving, planting the seeds necessary to help them develop healthier life habits and prevent sedentary lifestyles, which will help fight obesity and health-related issues throughout their lives. Approached from a multicultural point of view, social issues that affect children, such as teamwork, how to handle bullies and taking care of the environment, are also addressed.

According to Paul Neville, CEO and founder of Kid Fitness, the company is allowing retailers an opportunity to help the show combat the epidemic of childhood obesity that is now plaguing American children.

“We’re currently shooting season three,” adds Neville. “The show is very popular with kids and parents. We get a lot of mail from educators of young children, too, many of whom now use a short version of the programming for *Kid Fitness Breaks* in their classrooms. Word about the program is really spreading. Retailers should find that the brand familiarity will boost sales, too, which helps us reach our goal to provide parents and others with educational tools of the highest-quality content designed to combat childhood obesity.”

The program makes a lot of sense, says Tom Dombrowski, TITLE HERE, “because American children now represent a shifting retail market with an estimated \$500 billion in total retail spending. As

the dynamics of the childhood obesity epidemic increase, consumer spending by parents, family members, guardians and educators will continue to trend toward products and services that take action against childhood obesity. Even state legislators in the highest seats are interested in the Kid Fitness programming model.”

Unlike most media properties targeted at the children’s fitness market, which offer one or two stand-alone titles, the *Kid Fitness*’ DVD collection of thirteen “televised” shows combines the best of both worlds for retailers. Consumers who aren’t familiar with *Kid Fitness* can catch the show on their local PBS station. (i.e., In southern California, *Kid Fitness* airs on PBS, Mondays at 11:00 on KLCS-TV.)

Right now, Kid Fitness is offering pricing incentives for retailers who order before October 29, 2007. Regular Express Reseller price is 50% off MSRP (approx \$9.99 per DVD, minus S&H). However, if they order by October 29, 2007, they receive a special Holiday Jumpstart Price price of 57.25% off MSRP (approx. \$8.55 per DVD, minus S&H).

To request a reseller kit and to learn which cities are airing the program in their respective markets, call Tom Dombrowski at **404.474.8698** or visit www.kidfitnesstv.com/partners.htm. Press inquiries should be directed to Sandra Rea at 949.291.2265.

About Kid Fitness, Inc. *Founded in 2003, Kid Fitness, Inc., has developed comprehensive media-based programs to assist young children in improving fitness and health. Specifically, the Company's exercise programs target a growing national health concern known as Child Obesity. The Company has a multi-year contract with American Public television, a national program distributor of PBS. Kid Fitness has just completed series 200, which consists of 13 episodes produced in high definition, and is now available in more than 82 million American households. For more information, visit <http://www.kidfitnesstv.com>.*