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***KID FITNESS, INC., TO OPEN FALL REGISTRATIONS
FOR NATIONAL FUNDRAISING CAMPAIGN IN BATTLE
AGAINST CHILDHOOD OBESITY***

*Innovative Program Help School Systems
Inspire Children to Lead Healthy Lifestyles and Generate Funding*

NEW YORK, September 19, 2007 – *Kid Fitness*, a nationally broadcast PBS program aired by stations in 172 markets and to more than 80 million households, announced today the opening of fall registration for an innovative new fundraising program targeted to getting children to become more physically active while simultaneously helping school districts raise funds.

“As parents ourselves we hope to provide and an easier way to help our kids stay healthy without selling more candy bars, cookie dough and holiday wrapping paper,” says Paul Neville, CEO and founder of *Kid Fitness*.

The mission for *Kid Fitness*, delivered through its television, school programs and website, is to engage, educate and inspire children to make healthy choices on their own regarding physical activity and nutrition at a young age. Backed by an Emmy Award-winning directorial and writing team, the live, interactive public television series is shot in high-definition with a tropical jungle backdrop. Designed for two- to eight-year-olds, the program features a cool Super Health Hero and his animal friends involved in fun and educational adventures (edu-ventures).

“Today’s childhood obesity epidemic prompted the creation of our fundraiser program,” says President and Executive Producer Fenton Maxwell of *Kid Fitness*. “School budget allocations for physical education are already under tremendous pressure, if not already eliminated. We pledge to use our celebrity and brand to provide public schools with the funding dollars necessary to support and expand federally mandated wellness programs and physical education.”

In order to deliver a program that meets the realities of teachers and parents, *Kid Fitness*’ management team conducted a series of interviews during the recent National PTA Convention in St. Louis. The result was a simple Internet-based solution that eliminated the need for any door-to-door fundraising activities by children or the need for hosted fundraising events on weekends.

Fundraising coordinators simply register their school district online at www.kidfitnesstv.com/fundraising.htm to receive a KF4Schools Fundraiser I.D. code,

which provides the school district with a special fundraiser price on all *Kid Fitness* series 200 DVDs (MSRP \$19.99). Once approved, coordinators share their KF4Schools Fundraiser I.D. code with their local community (parents, friends, family, local businesses, etc.).

As online purchases are made, 55% of the proceeds are directed back to the school district. In short, school districts with an average of 1,300 children in grades pre-K through fifth (5th) can expect to potentially raise between \$10,000 (one DVD per household) to \$134,000 (one DVD Compete Series per household) via their Fun Fitness@Home fundraisers.

Enrollment in the program is free. To request an information kit, visit *Kid Fitness* online at www.kidfitnessstv.com/fundraising.htm, where you can also learn the cities in which the show is airing within their respective school districts.

***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 Childhood 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 Kid Fitness online at <http://www.kidfitnessstv.com>.*