

Denise Austin

Biographical Sketch:

- One of the most prominent and popular fitness experts in America
- 2005 is Denise's 20th year on television.
- Denise hosts two half-hour fitness shows each weekday from 7-8am on Lifetime Television, the number one rated cable network.
- Denise has sold over 20 million fitness videos.
- Denise has 39% market shares of health and fitness videos at Wal-Mart and 32% market share at Target.
- Denise's last book "Sculpt Your Body With Balls and Bands" (her sixth) was released by Rodale in August 2004 and her seventh book will be released in August 2005. Denise has sold well over 1 million books.
- Denise continues to write a monthly column for *Prevention Magazine* (through 2007).
- A commissioned study showed 72% of American women recognize Denise Austin as a leading fitness expert.
- Besides selling 20 million videos, Denise has sold over \$65 million of product in the last decade on QVC, including sales of \$4 million in one day.
- DeniseAustin.com was launched in January 04. One million people have signed on to receive a daily e-mail from Denise.
- Denise has just launched (March 05) a Denise Austin Skin Care line which is now in Walgreen's and CVS and a limited number of Wal-Marts.
- Denise has just signed an apparel agreement with a major apparel manufacturer for a Denise Austin line to be launched in 2006.
- Denise is currently in a national television and print campaign for Hershey's for their new SmartZone nutrition bar.
- Denise appears periodically on television shows such as Larry King, GMA and Fox News.