

The American Diabetes Association, Fitness Expert Kathy Smith and Beachbody® Join Forces to Combat Type 2 Diabetes

The first and only combined all-in-one nutrition and DVD exercise program to help people with type 2 diabetes, reduce diabetes complications and help prevent the disease.

SANTA MONICA, Calif., March 4, 2009 /PRNewswire/ -- The American Diabetes Association, legendary fitness expert Kathy Smith and leading in-home fitness marketer Beachbody announced today a new alliance to prevent and help manage type 2 diabetes and pre-diabetes with a copublishing effort: the creation of a revolutionary new lifestyle DVD program, *Kathy Smith's Project:YOU! Type 2™*, that combines an easy-to-follow meal plan with in-home workout programs for every fitness level. Kathy Smith, Beachbody and the American Diabetes Association, the nation's leading health advocacy group, have combined their profound expertise to develop the first and only combined all-in-one nutrition and DVD exercise program to help people with type 2 diabetes, reduce diabetes complications and help prevent the disease. Proceeds from the sale of this program support the Association's mission -- to prevent and cure diabetes and to improve the lives of people with diabetes. For more information or to purchase this program, please visit www.KathyType2.com or call 1 (800) 818-5174.

Kathy Smith is the well-known fitness expert whose commonsense approach inspires millions around the world. She is recognized for her practical, down-to-earth methods that anyone, regardless of fitness level, can use every day. She is a trusted motivator who has sold more than 16 million workout videos worldwide.

Recognizing the devastating complications of diabetes, *Kathy Smith's Project:YOU! Type 2* is a user-friendly nutrition and exercise program that combines walking, fat-burning, strength-training and core flexibility workouts with an easy-to-use carbohydrate counting system for no-fuss meal planning. Online tools that track results, plus assistance and motivation from an independent personal coach, are added components of the program.

"I teamed up with Dr. Francine Kaufman, past president of the American Diabetes Association and international authority on diabetes, to sound the alarm against this disease," says Kathy Smith. "With the help of nutritionists, certified diabetes educators, physicians and the American Diabetes Association, I created a simple but effective program to help people manage the disease. The numbers are staggering: it's estimated that almost 24 million people are currently living with diabetes, with 57 million estimated to have pre-diabetes, a condition that puts people at increased risk for diabetes. There's no easier-to-follow healthy eating and exercise program designed for this specific population. This program can help people lose weight, get healthy, and feel great. It's time to prevent the growth of this epidemic and give people tools to fight back and regain control of their lives."

Studies have shown that people with pre-diabetes can prevent or delay the development of type 2 diabetes through changes to their lifestyle that include weight loss and regular physical activity. Experts recommend that people with pre-diabetes reduce their weight by 5 to 10 percent and participate in some type of moderate physical activity for 30 minutes daily, at least 5 times per week. For some people with pre-diabetes, intervening early can actually turn back the clock and

return elevated blood glucose levels to the normal range. If early action is taken to manage blood glucose, the onset of type 2 diabetes can be delayed or even prevented.

Dr. Francine Kaufman, past president of the American Diabetes Association and author of the landmark book, *Diabesity: The Obesity-Diabetes Epidemic in America and What We Must Do to Stop It* (2005), who has devoted most of her life to people with diabetes as a medical professional, says, "Kathy Smith's Project:YOU! Type 2 program is really the perfect thing for people with type 2 diabetes. Kathy gets people moving so they can be slowly transformed from living a sedentary existence to living a physically active life. This is a huge endeavor, but this is what needs to get done."

George J. Huntley, Chair of the Board of the American Diabetes Association, states, "The American Diabetes Association, Beachbody and Kathy Smith have worked hard together to create *Kathy Smith's Project:YOU! Type 2*. We are excited about this new relationship since we all want to change the future of diabetes by reducing the number of people diagnosed with and affected by diabetes and its complications."

Carl Daikeler, Chairman and Chief Executive Officer of Beachbody, says, "Our company is all about helping people achieve their goals to lead healthy, fulfilling lives. Americans with diabetes spend a staggering \$12.5 billion on pills, insulin, and diabetes-related supplies. For a one-time fee, *Kathy Smith's Project:YOU! Type 2* will help people fight type 2 diabetes while they get healthier through exercise and diet. It's a no-brainer that I wish we had created a decade ago. A staggering 8% of the population already has diabetes. Even medical professionals like physicians and diabetes educators are promoting our program, because it helps make lifestyle changes manageable for anyone faced with this disease. People ask me what we're going to do about the healthcare crisis in this country, including type 2 diabetes. The first step, above all else, is to simply get healthy. That's what this program does. It gives people the tools they need to get healthy."

The exercise DVDs of *Kathy Smith's Project:YOU! Type 2* are uncomplicated and accessible to people who may have never exercised before. Smith's unfussy, step-by-step guide to creating a healthy lifestyle includes a cookbook, meal cards, food and fitness journal, workout calendar, workout guide, and ten workouts on DVD and CD.

Kathy Smith's Project:YOU! Type 2 components include:

Good2Eat! Cookbook - Take charge of weight control and blood glucose management while learning how to prepare favorite foods and get to know the many healthy food options and food combinations approved for people with type 2. This is no rabbit food diet; these mouthwatering recipes include starches, dairy, vegetables, fruits, fats, and meat (steak, pork, lamb, chicken, fish, scallops, shrimp, and even grilled ham and cheese). There are also vegan and vegetarian meal options. All recipes are created around a unique COMBO system that provides a simple way to count carbs, plus guidelines on eating out and recipes for entertaining.

Good2Eat! Mix-and-Match Meal Cards - Eliminates the hassle of calorie and carb counting. Simply mix and match any three delicious meals and two tasty snacks from the set of color-coded cards which combine the perfectly planned daily nutritional needs for a person with type 2 diabetes.

Good2Go! Program Guide and 12-Week Food & Fitness Journal

A motivational guidebook that takes fear and confusion out of diabetes by explaining it in non-medical terms. From beginning to end, it takes the guesswork out of how to achieve a healthy lifestyle. It lays out this comprehensive program, with at-a-glance summaries of the fitness, healthy eating, and journaling components in one convenient guide. A 90-day journal tracks food, exercise, blood glucose readings, and weight. That essential information helps a customer's healthcare team clearly evaluate progress.

Good2Move! 12-Week Workout Calendar - This 12-week calendar explains which step-by-step workouts to do and days to rest. It provides a daily checklist, plus links to "Kathy's Corner," a support area at TeamBeachbody.com/Type2, to help customers reach goals.

Good2Move! 12-Week Workout Guide - A guide to get moving that provides in-depth explanation of each of the 10 workouts and how they fit together, plus innovative "Fit Tips" to help get the most out of workouts. An easy-to-follow program that serves all fitness levels.

Good2Move! Workout Wallet with DVDs and CD - 12-week fitness program from start to success. Eight workouts plus two audio walking programs provide a balanced progression incorporating the most effective fat-burning, strength-training, and core/flexibility moves.

About The American Diabetes Association: *The American Diabetes Association is leading the fight against the deadly consequences of diabetes and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, their mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in English and Spanish.*

About Kathy Smith: *Kathy Smith has been an influential force in the fitness and health industry since 1980 and continues to inspire the lives of millions around the world. A mother of two daughters, she is a trusted motivator who also serves on the board of the USC School of Gerontology and the Women's Sports Foundation. Most recently, she was awarded the IDEA Lifetime Achievement Award from IDEA Health & Fitness, the largest professional fitness organization in the world.*

About Beachbody: *Founded in 1998 by Product Partners, LLC, of Santa Monica, Beachbody® is the creator of the nation's most popular in-home fitness and weight loss solutions. Beachbody products include [P90X®](#), [Kathy Smith's Project:YOU! Type 2](#), [Yoga Booty Ballet®](#), [Slim in 6®](#), [Power 90®](#), [Turbo Jam®](#), and [Hip Hop Abs®](#) among many others, that combine challenging video-based fitness programs with easy-to-follow guidelines and an unparalleled online support system. Beachbody is working with the American Diabetes Association to encourage people with diabetes to live a healthy lifestyle and is making contributions to defeat diabetes. The company's mission is to help people achieve their goals and lead healthy, fulfilling lives.*

INTERVIEWS AVAILABLE UPON REQUEST

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