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## **ZUMBA® FITNESS TRANSFORMS AT-HOME WORKOUTS WITH CUTTING-EDGE EXHILARATE™ DVD COLLECTION**

*Seven-Disc Compilation Delivers Infectious Workouts with Signature Zumba Fitness-Party Energy*

March 21, 2011 -- HOLLYWOOD, Fla. – Zumba Fitness, LLC, creator of the acclaimed Zumba® fitness-party workout with a global following of tens of millions, is changing the world of fitness with the announcement of *Exhilarate™*, the seven-disc DVD collection packed with contagious routines set to a blend of international rhythms. This is the fourth consumer DVD collection Zumba Fitness has released since the company's inception in 2001, with the other volumes selling more than 10 million copies worldwide.

"The *Exhilarate* DVDs are truly amazing – no one has ever done home fitness like this," says Alberto Perlman, CEO and co-founder of Zumba Fitness. "We are excited to bring a whole new generation of people into the Zumba community with this product."

This DVD collection stays true to its name incorporating fast-paced and exhilarating workouts that entertain and encourage viewers to lose themselves in the music. The collection features Beto, the creator of the Zumba program and Colombian dance icon, along with fan-favorite instructors Gina Grant and Tanya Beardsley. Shot in music video format by some of the best music video producers in the industry, each workout in the new DVD collection allows users to either *Learn It*, with verbal move cueing from the hosts, or to *Feel It*, by turning off the verbal instructions to sense the full beat of the music, much like the experience of a live Zumba class.

"Zumba Fitness is about the experience and *Exhilarate* communicates that experience," says Jeffrey Perlman, chief marketing officer of Zumba Fitness and executive producer of the DVD collection. "It's about blurring the lines between fitness, entertainment and culture."

The DVD set also introduces *Mix*, a compilation of workouts based on cultures and rhythms inspired by the global explosion of the Zumba brand in recent years. "From the exotic sounds of Bollywood to the spicy guitars of Mexico, to cutting-edge Latin hip-hop, viewers will feel like they are partying around the world with me," says Beto, creator of the Zumba program.

To cement this effort, Zumba Fitness enlisted the help of world-renowned percussionist Bashiri "the Bash Man" Johnson to provide live musical accompaniment on the collection. The Bash Man has performed and recorded with artists like Michael Jackson, Madonna, Whitney Houston, Gloria Estefan, Celine Dion, Sting and Miles Davis.

The following seven action-packed workouts are set to the tune of Zumba Fitness' signature rhythms and beats:

- more -

- *Step by Step*: Breaks down the basics of the 24 different steps viewers will use throughout the series including merengue, salsa, reggaeton, calypso, cumbia and belly dance
- *Activate*: In this full workout for beginners, viewers will begin to harness the organic energy of the Zumba program
- *Ripped*: Features Zumba Sentao™ and Zumba® Toning programs. Begins with a toning workout featuring the exclusive Zumba weighted toning sticks that double as maracas and ends with a breakthrough Zumba Sentao chair routine designed to build lean muscle and define the entire body
- *Exhilarate*: A 60-minute Zumba fitness-party in a music video setting
- *Rush*: A 20-minute express workout for those on the go
- *Mix*: The international fitness-party experience featuring percussionist The Bash Man, new dance styles and traditionally adorned representatives from cultures all over the world
- *Fitness-Concert*: Viewers can follow along to the fitness-concert held at the annual 2010 Zumba Instructor Convention where more than 3,500 instructors came together to party.

Each DVD features bonus material including behind-the-scenes interviews with Beto and instructors, an inside look into the infectious lifestyle of the Zumba brand with clothing and style tips, and details on how to experience a live Zumba fitness class. A total-body fitness and nutrition guide accompanies the DVD collection, with *New York Times* bestselling author Marci Shimoff as a contributing expert.

The Zumba Fitness Exhilarate DVD Collection will be available for \$89.95 in spring 2011; for a limited time only, a presale price is currently offered in the U.S. for \$79.95. To pre-order the collection and view the *Exhilarate* trailer, visit [exhilarate.zumba.com](http://exhilarate.zumba.com). To find a live Zumba class, visit [www.zumba.com](http://www.zumba.com).

#### **About Zumba Fitness, LLC**

Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-party workout. Coined “fitness-parties,” Zumba classes blend upbeat world rhythms with easy-to-follow choreography, which provide effective, total-body workouts. Founded in 2001, the company is now the largest branded fitness program in the world -- reporting more than 12 million weekly class participants, in over 110,000 locations, across more than 125 countries. In addition to its original Zumba® program, the company also offers a range of specialty classes, including Zumba Gold® (for active older adults), Zumba® Toning (body-sculpting class that uses maraca-like Toning Sticks), Aqua Zumba® (the ultimate “pool party” workout), Zumbatomic® (Zumba routines for kids), Zumba Sentao™ (chair-based Zumba class that strengthens, balances and stabilizes the core) and Zumba® in the Circuit (a 30-minute workout that combines signature Zumba® moves with circuit training at timed intervals). The Zumba® fitness lifestyle is rounded out by the company’s many consumer product offerings, including DVD sets, music collections, multi-seasonal apparel and footwear, video games, Fitness-Concert™ events and a lifestyle magazine. For more information about Zumba Fitness programs and products, or to find a live class, visit [zumba.com](http://zumba.com) and find us on [Facebook](#) and [Twitter](#).



#### **A quick note about the Zumba® trademark**

The word ZUMBA® was coined by our company and is the brand name for our fun and effective fitness program that combines easy-to-follow moves with invigorating Latin and international rhythms. When referring to ZUMBA® we ask that you please keep in mind the following to protect the thousands of instructors worldwide who make their careers teaching Zumba Fitness classes:

**Please do not:**

- Use Zumba as a verb -- for example, “once you zumba, you’ll be hooked.”
- Use Zumba as a noun -- for example, “zumba is my favorite exercise.”
- Use Zumba as a generic term -- for example, as a name for a fitness program “My gym offers zumba.”

**Instead, please do:**

- Capitalize the letter “Z” or the whole word "ZUMBA"
- Refer to “the Zumba Fitness program,” “Zumba class,” “Zumba instructor” etc. – for example “The Zumba Fitness program is the most fun you’ll ever have while working out” or “I love my Zumba instructor, she’s the best.”
- Use the ® symbol on the right hand shoulder of the word Zumba® - especially in headers and title

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