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ZUMBA FITNESS LAUNCHES INVENTIVE MUSIC PLATFORM; DANCES TO A NEW SONG FROM INTERNATIONAL SUPERSTAR PITBULL

The World's Largest Dance-Fitness Program Introduces Massive Promotional Platform with Release of Original Dance Choreography to Song "Pause" from Pitbull's New Album Planet Pit

June 9, 2011 – HALLANDALE BEACH, Fla. – The music industry has taken a “pause” as Zumba Fitness, LLC teams up with international superstar Pitbull to release his new song through an innovative promotional program for music artists. Zumba – the global multimedia fitness leader and creator of the acclaimed Zumba® fitness-party – has created a promotional music platform for artists set to debut with Pitbull’s new track “Pause,” a song that is now downloadable via [iTunes](#). For this promotion, Zumba Fitness will help generate awareness for Pitbull through the brand’s network of tens of thousands of Zumba® instructors reaching over 12 million Zumba enthusiasts worldwide.

“We’re thrilled to roll out this innovative music platform with the release of a Pitbull track to our global network of passionate instructors and enthusiasts,” said Alberto Perlman, co-founder and CEO of Zumba Fitness. “It’s truly a unique way to generate awareness and buzz for the release of *Planet Pit*.”

Through this relationship, Zumba Fitness is offering its network exclusive music from Pitbull and an energy-infused workout found on the brand’s YouTube page that is sure to be a hit at dance studios and fitness centers across the globe.

Perlman continues, “Our instructors know what their students want to hear so we provide them with fresh music, and then they choose the playlist that rocks the house. In many ways, we have become a global radio station that can turn a song into an international hit.”

As part of the promotion, Zumba® program creator Beto has choreographed a special [dance-fitness routine](#) set to Pitbull’s track, “Pause.” The music video of this new Zumba® routine is exclusively available at youtube.com/zumba. The video is part of a special “Pitbull Pause Video Contest” that will launch later this summer via Facebook, encouraging the world to “Pause” during the busiest time in their day for a chance to win a \$5,000 prize. Additionally, the international superstar will be performing at the annual Zumba® Instructor conference in Orlando, Fla., on Friday, July 8th.

Zumba Fitness has a long rooted history of working in the music industry. In the last few years, Zumba Fitness has released more than 150 original songs as well as four top selling albums (Cardio Party, Zumba Fitness Vibe Tribe, Party Nation, and Zumba Fitness Original Soundtrack).

For additional information or to find a live class, please log on to www.zumba.com and make sure to go to iTunes or [click here](#) to purchase the song.

About Zumba Fitness, LLC

Zumba Fitness is the largest dance-fitness company in the world known for the Zumba® program, a blend of contagious and easy-to-follow choreographies set to upbeat international rhythms. Coined the "fitness-party," Zumba® classes provide an effective total-body workout, which tone and sculpt while burning fat. In 2011, Zumba Fitness celebrates 10 years of changing lives as more than 12 million devotees attend weekly Zumba classes across 125 countries in 110,000 locations. In addition to the original Zumba program, there are now four specialty programs: the Zumba Gold® program, a modified version for active older adults; the Zumba® Toning program featuring lightweight, maraca-like Zumba® Toning Sticks; the Aqua Zumba® program, the ultimate "pool party" workout; and the Zumbatomic® program, kid-friendly Zumba routines. For at-home fitness, the brand offers the Zumba® Fitness Total Body Transformation DVD Set and the cutting-edge Zumba® Fitness Exhilarate™ DVD collection; both feature original Zumba® fitness music created by Grammy award-winning producers. In 2010, the Zumba® Fitness Video Game was released on multiple platforms. The brand also offers its colorful and expressive multiseasonal Zumbawear™ collection. With every new project Zumba Fitness undertakes, the mission remains the same – to make instructors successful. For more information or to find a live class, visit zumba.com and find us on [Facebook](#) and [Twitter](#). For approved photography, email pr@zumba.com.

About Pitbull

Pitbull's sixth studio album, *Planet Pit*, will be released on June 21, 2011. *Planet Pit* features a host of pop music luminaries including Marc Anthony, Enrique Iglesias, Jamie Foxx, Chris Brown, T-Pain and Kelly Rowland as well as star-studded producers Dr. Luke, Max Martin, David Guetta and Benny Blanco. The knockout single "Give Me Everything" featuring NeYo is currently #2 on the Billboard Hot 100 and a top ten hit in 15 countries. Pitbull has also collaborated with some of music's biggest stars including Jennifer Lopez, Enrique Iglesias, Usher and Shakira, to name a few. His last album *Rebution* produced such global hits as "I Know You Want Me (Calle Ocho)" and club favorite "Hotel Room Service." Even with the new album, Pitbull still found time to introduce Voli, his own line of premium, low-calorie vodka and a partnership with Sheets, the dissolvable energy strip. The entrepreneurial ventures are the latest for Pitbull, who has inked major sponsorship deals with blue-chip brands Kodak, Bud Light and Dr Pepper.

For more information on Pitbull, please contact Tom Muzquiz at RCA Music Group (Los Angeles) 310.272.2638 / tom.muzquiz@sonymusic.com.