OVERVIEW
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 to provide effective, total-body workouts. Founded in 2001, the company is now the largest branded fitness program in the world, with more than 12 million weekly class participants in over 110,000 locations across more than 125 countries.

THE WORKOUT
The Zumba® workout provides long-term fitness benefits through exhilarating, high calorie-burning fitness classes, and its simple dance moves from around the world increase the fun factor. Zumba classes feature routines set to fast and slow rhythms that successfully tone and sculpt the body while burning fat. A person can burn up to 1,000 calories in a one-hour class depending on the intensity of the workout.

Music is Zumba Fitness’ special motivational ingredient. The score, created with specific beats and tempo changes, transitions the workout seamlessly to encompass toning, strengthening and cardio, thus targeting every major muscle group in the body. The program blends red-hot international music, created by Grammy-winning producers, with contagious choreography from dance styles including: salsa, merengue, cumbia, samba, belly dance, bhangra, hip-hop and other world rhythms.

ZUMBA® CLASSES
Classes are offered by licensed Zumba instructors in more than 110,000 locations throughout the world, including health clubs, gyms, cruises, community centers and nightclubs. The Zumba program is recognized by the world’s leading fitness educators, including the Aerobics and Fitness Association of America (AFAA), IDEA Health & Fitness Association, the American Council on Exercise (ACE), the UK’s Register of Exercise Professionals (REPS) and Fitness Australia.

ZUMBATOMIC®
Designed exclusively for kids, Zumbatomic® classes are rockin’, high-energy fitness-parties packed with specially choreographed, kid-friendly routines and all the music kids love, like hip-hop, reggaeton, cumbia and more. Parents love the Zumbatomic program because of the positive effects it has on kids, increasing their focus and self-confidence, boosting metabolism and enhancing coordination.

ZUMBA GOLD®
The Zumba Gold® program takes the Zumba formula and modifies the moves and pacing to suit the needs of the active older participant, as well as those just starting their journey to a fit and healthy lifestyle. What stays the same are all the elements the Zumba® Fitness-Party is known for: the zesty world music, like salsa, merengue, cumbia and reggaeton; the exhilarating, easy-to-follow moves; and the invigorating, party-like atmosphere.

AQUA ZUMBA®
Known as “the pool party,” this therapeutic workout combines contagious world rhythms, but adapts them to use the water’s resistance for a safe and extremely effective aquatic workout. The Aqua Zumba® program provides tremendous benefits for the body, and is also fun and invigorating.

ZUMBA® TONING
The Zumba® Toning program is an advanced option for enthusiasts looking to expand their cardiovascular workout to include muscle endurance. Using low-weight Zumba® Toning Sticks – which double as maracas to complement contagious world rhythms – this program incorporates repetition to target specific muscle groups while burning fat.
ZUMBA® GOLD-TONING
The Zumba® Gold-Toning program offers the best of both worlds — the exhilarating experience of a Zumba Fitness-Party with the benefits of safe-and-effective strength training. It's an easy-to-follow, health-boosting dance-fitness program for baby boomers as well as beginners. Through dynamic lightweight resistance training and exciting world rhythms, Zumba Gold-Toning classes help participants build muscle strength, increase bone density, rejuvenate joints and improve mobility, posture and coordination.

ZUMBA® IN THE CIRCUIT
Zumba® in the Circuit is 30 minutes of high-octane, international dance-fitness moves combined with circuit training, a series of strength exercises at timed intervals. Zumba in the Circuit blasts calories, boosts metabolism, builds strength and allows participants to perfect Zumba moves—all in the same class! This time-effective and efficient class can be adapted for all fitness levels.

ZUMBA SENTAO™
Launching this year, The Zumba Sentao™ workout takes the thrill of the fitness-party and partners it with explosive, chair-based choreography to strengthen, balance and stabilize your core, and step up your cardio workout in a whole new way.

HISTORY
1990s: As a fitness instructor in his native Cali, Colombia, celebrity fitness trainer Beto Perez’s life took an unexpected turn one fateful day when he darted off to teach an aerobics class and forgot his traditional aerobics music. He improvised using his own mix of music from tapes he had in his backpack— an array of popular salsa and merengue. Spontaneously, he created a new kind of dance-fitness, one that took the focus off counting reps over music and instead focused on letting the music move you. His class loved it. Energy electrified the room; everyone was smiling and cheering. On that day, a revolutionary new fitness concept was born.

1999: Following his success in Colombia, Beto brought his dance-fitness concept to the United States where he began teaching classes in Miami and continued to perfect the science of his innovative program. His classes quickly became a sensation on the fitness scene as word spread of his new, exhilarating fitness offering.

2001: Beto joined entrepreneurs Alberto Perlman and Alberto Aghion; together, they formed an alliance and created a business, calling it Zumba Fitness. They branded the program Zumba® and set a goal to expand that brand all over the world.

2007: The Zumba® program launched internationally.

2011: Zumba® Fitness became the largest branded fitness program in the world, with more than 12 million weekly class participants in 110,000 locations across more than 125 countries.

INSTRUCTORS
The company's Educational Division has licensed thousands of Zumba instructors worldwide. Instructors are licensed via a Zumba® Basic 1 Instructor Training, after which they have the option to become trained in specialized areas that include: Zumba Gold®, for active, older adults, as well as beginners; Zumba® Toning, emphasizing body-sculpting with maraca-like Toning Sticks; Aqua Zumba®, the ultimate “pool party”; Zumbatomic®, for kids; and Zumba® Basic 2, featuring additional world rhythms and advanced technique.
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ZUMBA® FITNESS AT HOME
For those who prefer a Zumba workout in the comfort of their own home, Zumba Fitness offers Exhilarate™ Body Shaping System, the seven-disc DVD collection packed with contagious routines set to an exciting blend of global 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.

Exhilarate Body Shaping System features celebrity instructors Beto, Gina Grant, Tanya Beardsley and Kass Martin, and highlights include: Mix, an international fitness-party experience with dance styles from cultures all over the world; Ripped, featuring Zumba® Toning and the breakthrough Zumba Sentao™ chair routine designed to build lean muscle and define the entire body; and Fitness-Concert, inviting viewers to experience the Zumba Fitness-Concert™ phenomenon first-hand with more than 3,500 instructors at the 2010 Zumba® Instructor Convention.

The Zumba® Fitness Exhilarate™ Body Shaping System is available in select countries worldwide. For more information, visit zumba.com.

ZUMBA® FITNESS VIDEO GAMES
The best-selling Zumba® Fitness video game franchise has sold over 6 million units globally and dominated video game charts for over 36 weeks, delivering the Zumba Fitness-Party directly into fans’ living rooms around the world. The Zumba® Fitness video game collection includes the original Zumba® Fitness game: the number one fitness title of 2011, its sequel, Zumba® Fitness 2 and Zumba® Fitness Rush, the most technologically advanced, feature-rich Zumba® Fitness video game to date. Zumba® Fitness video games feature hot music tracks, electrifying choreography and many dance styles to move along with celebrity Zumba instructors Beto, Tanya Beardsley, Gina Grant and Kass Martin.

ZUMBA® WEAR, FOOTWEAR AND ACCESSORIES
Zumba Fitness’ stylish, comfortable clothing brand is designed to let you groove while losing yourself in the music. The Zumba® wear collections are multi-seasonal and include signature items such as cargo pants, leggings, capri pants, shorts, tanks, jackets, tops, bra tops, accessories and sweaters. The collection also boasts footwear including the best-selling Z-Kickz, the ultimate dance-fitness shoe. Zumba wear can be purchased online at zumba.com.

SOUNDTRACKS
Dance along to the exotic rhythms of Zumba Fitness with original party soundtracks, including: “Best of Exhilarate,” “Zumba Fitness Greatest Hits,” “Zumba Fitness Classic,” “Party Nation,” “Cardio Party,” “Zumba Mega Hits” and “Zumba Fitness Vibe Tribe.” Best-selling Zumba® Fitness original songs include “Zumbalicious,” “Que Te Mueve” and “Caipirinha.” Zumba Fitness’ musical offerings are available at zumba.com and iTunes.

ZUMBA® MUSIC PLATFORM
The Zumba promotional music platform provides artists the opportunity to debut tracks via Zumba Fitness’ global network of instructors and enthusiasts. Artists including Pitbull and Wyclef Jean have teamed up with Zumba Fitness to generate awareness for their respective singles “Pause” and “Historia” by launching the songs through the brand's network of Zumba® instructors - reaching more than 12 million music enthusiasts worldwide in live classes every week.

ZUMBATHON® CHARITY PLATFORM
Zumba Fitness developed the Zumbathon® charity platform to provide instructors and enthusiasts around the world the opportunity to unite through exercise and raise money for important causes by participating in Zumba classes for charity. The Zumbathon® charity platform has raised more than $3 million for causes including Susan G. Komen for the Cure® and its global nonprofit partners; the American Heart Association®; the Muscular Dystrophy Association’s Augie’s Quest; and more.
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FOR MORE INFORMATION: Please visit zumba.com, and find us on Facebook and Twitter.

A quick note about the ZUMBA® trademark
ZUMBA® was coined by our company and is the brand name used to identify Zumba Fitness, LLC as the source of fun and effective fitness programs that combine easy-to-follow moves with invigorating world rhythms. When referring to our ZUMBA® brand, we ask that you please help us protect the thousands of instructors worldwide who make their careers teaching ZUMBA® classes by following these guidelines:

Please DO:
- Capitalize the letter “Z” in our “Zumba” trademark or write with all capital letters, “ZUMBA”;
- Use the trademark to describe our services or products, for example “the ZUMBA® fitness program,” “Zumba® class,” “ZUMBA instructor,” “Zumba® moves” etc.
- Use the ® symbol on the right-hand shoulder of the word Zumba® (especially in headers and titles), and on first mention in paragraphs.

Please DO NOT:
- Use Zumba as a verb--for example, do not write: “Once you Zumba, you’ll be hooked.”
- Use Zumba as a noun--for example, do not write: “They were doing Zumba” or “Zumba is great.”
- Change the trademark--for example, do not write “Zumbamania” or “Zumbarina.”