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ZUMBA FITNESS PRESENTS AN AUSTRALIAN 1ST IN ENTERTAINMENT: WORK OUT AND ROCK OUT

Thousands to take part in Australia's first ever Zumba® Fitness-Concert™ April 28 in Sydney

March 5, 2012 – SYDNEY, Australia – Zumba Fitness is famed for making fitness fun and taking the pain out of exercise, with 12 million students taking classes in 125 countries around the globe each week. So it should come as no surprise that the world's largest dance-fitness program will lead thousands of participants for an afternoon/evening of "exercise in disguise" with the ground-breaking Exhilarate™ Zumba Fitness-Concert™ at the Sydney Convention and Exhibition Centre on Saturday April 28.

Zumba program creator and co-founder Beto will lead the Fitness-Concert, a fitness concept that has evolved into an interactive, multisensory dance party set to global rhythms and supported by an international cast of dancers, musicians and producers. He said this exhilarating experience will be like nothing anyone has experienced before in Australia.

"Think of a concert you've been to in the past – the vibe it had, the sound, the adrenalin," said Beto, the man behind the global phenomenon that is Zumba Fitness. "Now imagine mixing it with hot global dance routines and a crowd of thousands moving in unison. Get ready Australia – we're going to rock you!"

A concept not yet seen in Australia, the 90-minute Zumba Fitness-Concert is a show AND workout all rolled into one that allows participants to burn more than 1,000 calories without experiencing the "pain" of traditional exercise. The April 28 Zumba Fitness-Concert in Sydney will be a lively concert environment complete with spectacular lighting, electrifying sound, stunning costumes and a crowd of thousands.

[Zumba's largest Fitness-Concert](#) was held in the United States last year at the annual Zumba Instructor Convention in Orlando attracting a crowd of more than seven thousand. Now, fans can journey around the world with thousands of Zumba enthusiasts in Sydney as the Fitness-Concert DVD from the Exhilarate™ DVD collection comes to vibrant, multicolored life.

For tickets, please visit zumba.com/fitnessconcert/au. For more information and a comprehensive listing of all available live Zumba classes, visit 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 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