



THE BIGGEST LOSER RESORT AT FITNESS RIDGE – WEIGHT LOSS RESORT AND SPA – OPENS IN MAJESTIC SOUTHERN UTAH

NBC Universal Television, DVD, Music and Consumer Products Group and Reville Add Health Spa to Growing List of "Biggest Loser" – Branded Health and Fitness Products

Destination Weight Loss Resort Provides Guests with Structured, Week-Long Programs Filled with Fitness, Education, Recreation and Fun

UNIVERSAL CITY, CA – October 6, 2009 – NBC Universal Television, DVD, Music and Consumer Products Group and Reville, LLC announced today that The Biggest Loser Resort at Fitness Ridge is now open for business. This destination resort and spa, which is located in Ivins, Utah, has become the newest addition to a growing list of The Biggest Loser health and fitness products that are dedicated to helping people adopt a healthy, "Biggest Loser" lifestyle. The Biggest Loser Resort at Fitness Ridge will offer guests a comprehensive weight-loss experience that focuses on exercise, healthy nutrition and education, similar to what the contestants on NBC's hit weight loss series "The Biggest Loser" experience during their time on the Biggest Loser Ranch. The announcement was made by Kim Niemi, Senior Vice President, NBC Universal Television, DVD, Music and Consumer Products Group, and Mark Koops, Managing Director, Co-Head of Domestic Television for Reville.

Guests at The Biggest Loser Resort at Fitness Ridge are offered a minimum one-week weight loss program, but they are welcome to stay as many weeks as they wish. The average day consists of at least six hours of physical exercise, which includes a wide variety of aerobic alternatives – from hiking in the majestic Snow Canyon State Park, to swimming, to kickboxing, to mat Pilates. There is an emphasis on exercise and movement, but the weight-loss resort is also focused on helping people change their lives through education. The fitness program and education series are designed to prepare guests to begin a new, healthier way of living when they leave the resort and the goal is to allow guests to experience the same sort of structured and nurturing environment as the contestants on "The Biggest Loser."

"Becoming the exclusive resort for NBC's hit reality series is a natural fit," said Renee Jarvis, Marketing Director for The Biggest Loser Resort at Fitness Ridge. "Our philosophies are the same in that we offer a unique weight-loss opportunity in a calorie controlled and structured environment with motivation from professional fitness experts."



"The Biggest Loser Resort at Fitness Ridge is an exciting and truly unique addition to 'The Biggest Loser' product line," said Niemi. "So many viewers have watched contestants change their lives and bodies over the years and now they have an opportunity to try it themselves at this incredible resort and spa. We are really proud to be able to offer The Biggest Loser at Fitness Ridge to the public and we look forward to helping viewers at home make changes in their own lives with this spa."

"This incredible new venture finally allows us to give so many more people access to world class education and facilities to get started on the path to a new healthy lifestyle," said Kooops. "The program offers incredible diversity in training and activity, so whether it's taking off those final 10 pounds or kick-starting a new change, our fans will now be able to do it with the same level of commitment and quality that our contestants benefit from."

The Biggest Loser Resort at Fitness Ridge offers a comprehensive health and fitness experience for its guests. During their stay, guests are treated to three delicious meals a day, prepared by a trained, on-site chef and dietician. The low-fat, low-calorie meals are prepared with an emphasis on creativity and flavor. The total calorie intake is limited to 1200 per day. The delicious offerings include spinach and roasted red pepper frittatas for breakfast, couscous stuffed peppers with white bean and vegetable soup for lunch, and chicken breast with roasted root vegetables for dinner. Dessert is always served, including everyone's favorite chocolate covered strawberries. Guests also learn how to prepare meals in a flavorful, low calorie way through on-site meal-preparation classes. Guests are offered a wide variety of aerobic activities including step toning and ball works as well as dance and core strengthening classes. In all, there are 20 different classes offered on the rotating schedule.

The weight-loss resort also focuses on training guests in adopting a new way of living, cooking, eating and staying fit. Guests have access to on-site licensed professionals, including a registered dietician and licensed counselor. These experts instruct guests how to approach meal planning and how to best recognize habits such as emotional and intuitive eating. Following the daily fitness schedule, guests are encouraged to relax and pamper themselves in the resort's full-service salons. All services are geared toward relieving tension and restoring energy, balance and focus.

About The Biggest Loser Resort at Fitness Ridge

The Biggest Loser Resort at Fitness Ridge provides one of the most affordable, calorie-controlled, structured programs in the weight-loss spa industry. Designed to give lasting results,



guests will experience a boot-camp style program that features incredible hiking, stimulating cardio and stretch classes, delectable, low-calorie spa cuisine and practical education on how to live a "Biggest Loser" lifestyle. Fitness Ridge began in 2002 as collaboration between Tami Clark, Michelle Kelsch and Cameron Kelsch, three experienced entrepreneurs dedicated to health and wellness. Located on 10 acres in southern Utah, just minutes from Snow Canyon State Park, The Biggest Loser Resort at Fitness Ridge is surrounded by incredible scenery of majestic red bluffs, towering vermilion sandstone and black lava rock. It is a unique resort destination and a perfect place to reclaim your health. For more information, please visit www.biggestloserresort.com.

About The Biggest Loser

The Biggest Loser returned for an eighth season on NBC, September 15, 2009 (Tuesdays from 8:00-10:00 p.m. ET/PT). The first reality series where everybody "loses," The Biggest Loser challenges and encourages overweight contestants to shed pounds in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of \$250,000. Hosted by Alison Sweeney (Days of our Lives), the series provides the contestants with challenges, temptations, weigh-ins and eliminations until the final contestant remains to claim the title of "the biggest loser." Each team works out under the supervision of professional trainers Jillian Michaels and Bob Harper. The Biggest Loser is a production of Reveille LLC, 25/7 Productions and 3 Ball Productions.

Beyond the U.S. where more than 100 episodes of the show have aired, The Biggest Loser has become a worldwide hit appearing in over 90 countries and produced in 25 countries. Since its debut in 2004, The Biggest Loser has grown to become a standalone health and lifestyle brand by developing tools and products inspired by the show and approved by its doctors and experts. Anchored by the online, subscription-based extension of the show, Biggestloserclub.com, The Biggest Loser Meal Plan, The New York Times best-selling books series, best-selling fitness DVD series, a line of appliances, fitness equipment, protein supplements and countless other health and lifestyle based products, The Biggest Loser consumer products program has generated over \$50 million in spending with presence at more than 25,000 major retailers to date. The Biggest Loser was recognized as a top brand of the year in Advertising Age's 2008 Marketing 50. Check out www.biggestloser.com for more information.



About NBC Universal Television DVD, Music, and Consumer Products Group

NBC Universal is a leader in providing entertainment programming to the domestic and international marketplaces. NBC Universal Television DVD, Music, and Consumer Products Group manages all global ancillary television business endeavors for the NBC Universal Television Group, including third-party home entertainment distribution, consumer products, musical soundtracks, special markets projects and the NBC Universal Online Store.

Reveille

Reveille is a leading independent television studio with a major presence in scripted and unscripted television and digital entertainment, and a world leader in creating integrated marketing opportunities for advertisers. Reveille's scripted entertainment programming includes "The Office" and "Kath and Kim" (NBC), "Ugly Betty" (ABC) and "The Tudors" (Showtime). The company's roster of highly successful reality programming includes "The Biggest Loser", "American Gladiators", and "Nashville Star" (NBC), "30 Days" (FX), "Parental Control" (MTV) and many more. Through its distribution arm, ShineReveille International, Reveille distributes its extensive library of high-quality programming, along with a broad array of programming acquired from independent producers and U.S. networks, to more than 150 countries. Reveille is part of the Shine Group, one of the world's foremost multinational entertainment and drama companies. The Shine Group also includes UK independent producers Kudos, Princess, Dragonfly and Shine TV.

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