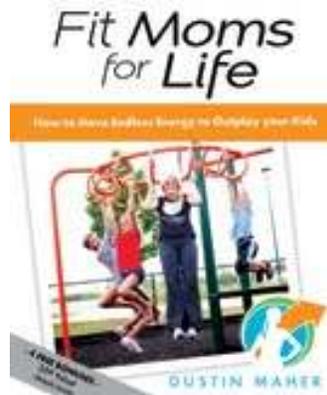


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Expert Takes Mommies on a Weight Loss & Fitness Journey That Transforms Their Bodies & Lives for Life!



FIT MOMS FOR LIFE **By Dustin Maher**

According to The Institute for Medicine, the average weight a woman gains during pregnancy is between 25 and 45 pounds. Women who have been mommies know that number can climb as high as 90 pounds. Trying to shed the pounds after childbirth is not only a medical concern, but also affects self-esteem and body image. Even with the hundreds of diet fads and exercise programs being used, mothers will tell you that they find it almost impossible to take off the weight and keep it off for a lifetime.

Fitness expert Dustin Maher is striving to change those women's struggles. In fact, Dustin is on a mission to change the lives of 1 million moms with a new approach that is transforming how mothers deal with excess weight prior to, during and after pregnancy. His success rate is so high, he credits the regimen to a program that focuses on the whole body. His new book ***FIT MOMS FOR LIFE*** chronicles the successes of 31 mothers who used Dustin's fitness and weight loss program with stellar successes. Armed with personal stories with before and after photos, Dustin takes the reader through the five pillars of fitness: Mindset, Nutrition, Strength Training, Burst Training, and Environment. Ultimately leading to the end goal: Staying Fit for Life.

Dustin Maher contends there is no gimmick, fad or magic pill that promises results without effort. "An approach to fitness that is well-rounded and sustainable, and makes it easy to fit into the busy lives of mothers is the only program that is going to make a difference," Dustin adds. Other programs that concentrate on just one or two aspects of fitness may help women to achieve weight loss for the short-term, but for the greatest results that last a lifetime, Dustin Maher's program ***Fit Moms For Life*** is a winner.

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Armed with real names and weight problems of moms who practice Maher's program, *Fit Moms For Life* shows readers how to set short- and long-term fitness goals by following the steps outlined in his book. These include:

- **Changing Your Mindset:** Dustin Maher shows how changing our negative attitude about healthy eating and exercise while setting realistic goals is the key to starting his program
- **You Can't Work Out to Compensate for Poor Eating:** It makes no sense to incorporate a fitness plan if you aren't eating nutritious foods
- **Traditional Cardio Won't Burn Fat, Strength Training Does:** Contrary to popular belief, traditional cardio makes you fat. Tone your entire body – and leave those five-pound dumbbells behind
- **With An Intense Burst Training You'll See Results 9 Times Faster:** Combined with strength training regimen, burst training offers an effective and efficient training which equals results.
- **A Healthy Environment Equals A More Fit Family:** If you can have a routine for putting the baby down for a nap or picking up the dry cleaning in the morning, you can maintain your fitness regimen by creating an environment that supports your lifetime goals. Switching your “movie and popcorn night” to “weekly dance party in the living room night” cuts off about 1000 grams of butter fat and fosters family fitness.
- **PLUS,** Dustin shares the ONE exercise that can shrink a person's waistline WITHOUT diet changes and how to burn fat while you sleep.

An important aspect of Maher's *Fit Moms for Life* philosophy is that moms shouldn't think that their fitness journey is solo. Dustin finds that when women meet up regularly to sweat, share nutritional recipes, socialize and support each other – achieve their goals faster and maintain weight longer. That's why the *Fit Moms For Life* program incorporates a community of sharing and support through “boot camp” meet-ups, a supportive online community, dedicated newsletter strategies from Dustin and a shared mission to create a powerful authentic relationship among women across the country. Maher's mission may be to connect with a million moms by 2015 – right now, he's working to transform lives one mom at a time.

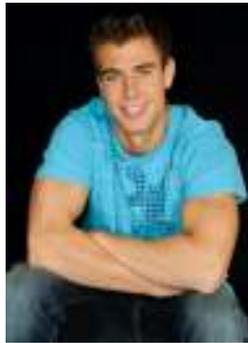
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About Dustin Maher:

Appearing nearly 100 times on television, Dustin has helped transform more than 5,000 moms with personal appearances. Now, through his 28 workout DVDs and his new book, *Fit Moms For Life*, his goal is to transform the lives of 1 million moms by the end of 2015 with a diet and fitness regimen that really works. Developed with his own mom in mind, Dustin noticed that mothers take care of everyone else, but rarely themselves. After graduating from the University of Wisconsin with a degree in Kinesiology Exercise Science, he created a class called MamaTone Fitness in his local Madison, WI. Designed to help moms shed pounds after having kids, MamaTone Fitness also became a great place for mothers to connect with each other and share life experiences. From there, Dustin created Fit Fun Bootcamps, which in 3 years grew to 10 locations and one of the largest bootcamp fitness programs in the country. Dustin's bestselling fitness DVDs include: 12 Month Fit Moms For Life, Got Core? Buns, Guns, Back & Shoulders, The Ultimate Buddy Bootcamp and BabyTone.

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Biography for DUSTIN MAHER

Dustin Maher has a lofty goal on his bucket list. He wants to help 1,000,000 moms who are still holding onto excess baby weight to lose it and feel fantastic about themselves. Dustin knows the key ingredients for helping mothers lose weight and keep it off. After 8 years of helping mothers drop 10, 25, 50, and 100 pounds through classes, DVDs and fitness bootcamps, Dustin has decided to take his Madison, WI fitness program globally with a new book, *Fit Moms For Life*.

Developed with his own mom in mind, Dustin noticed that mothers take care of everyone else, but rarely find time for themselves. After graduating from the University of Wisconsin with a degree in Kinesiology Exercise Science, he created a class called MamaTone Fitness in his local Madison, WI. Designed to help moms shed pounds after having kids, MamaTone Fitness became a great place for mothers to socialize, share, connect, and lose weight together. It was during this time that Dustin realized that women reach their goals faster when supported by other women with similar body image problems.

From there, Dustin created Fit Fun Bootcamps, which in 3 years grew to 10 locations and became one of the largest bootcamp fitness programs in the country. In the process, the media noticed Dustin's stellar success and interviewed him more than 100 times on television, radio, newspapers and magazines. When the demand for Dustin's personal fitness training became too much to handle, he created a line of DVDs that became instant bestsellers. With twenty-eight videos in his collection, Dustin's bestselling releases include:

- 12 Month Fit Moms For Life
- Got Core?
- Buns, Guns, Back & Shoulders
- The Ultimate Buddy Bootcamp
- BabyTone.

Dustin Maher's mission with **Fit Moms For Life** is to expand his online community supporting mothers on their quest to get into the best shape of their lives. Dustin believes that there are too many incorrect myths about weight loss and diet plans that confuse women by keeping them in an endless cycle of losing and gaining weight.

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REAL MOTHER'S STORY

*Jody, 37, mother of five,
including twins.
5'3", 117 pounds.
She has lost 70 pounds*

BEFORE



AFTER



Jody's had amazing results from Dustin Maher's program and is in the best shape of her life, despite giving birth to five kids! She is a great example of how a busy mom can make it work, and is featured in DVD 1 of the *Fit Moms for Life* series.

Jody's story: "I was never a really fit person, just kind of short and stocky. After giving birth to my fifth child at 34, it was really difficult to lose the baby weight. I'd lost the weight after my other kids by just watching what I ate and running a little bit. But this time around it was really, really hard, and I was frustrated. Running wasn't working, my diet wasn't working, and I wasn't seeing what I wanted to see. I started going to Dustin's MamaTone classes when my youngest was six months old. My husband said it would be better to spend the money on the class than on buying more clothes in a bigger size!

"The first week I hurt very badly; I'm not going to lie. But I kind of thought, 'If it hurts this much, it's got to be doing something.' So I came back and started seeing a difference more quickly than I had in anything I'd ever done before.

"That was three years ago. I can do 50 push-ups and eight pull-ups. It's like I'm a totally different person. People look at me like, 'Jody's fit? Jody's in shape? What the...?' It's nice when my husband puts his arms around me and can wrap around more than once. He is also very appreciative. Let me just clarify that right now: He's liking it."

Jody's nutrition tips: "There are so many websites for healthy dinner ideas. I know a lot of moms struggle to come up with a healthy dinner every day for their families, but it's easy to just search for 'healthy dinners' and find something. It's not hard. You just have to discipline yourself to do it."

Jody's advice to you: "Try it. I mean, really, what are you going to do just sitting there? Nothing. Just try it. Give it six weeks. I don't know anyone who's done Dustin's program for six weeks and hasn't seen results."

Read more of Jody's story at fitmomsforlife.com/jody, and work out with her in Chapter 9 and on the first *Fit Moms for Life* DVD.

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Available Excerpt

4 Myths About Fitness During Pregnancy

There are a lot of myths and misconceptions about what women should do in terms of diet and fitness while they're pregnant. Dustin Maher gives the skinny on working out during pregnancy:

Myth # 1: You can't exercise when you're pregnant.

There was a time when medical professionals believed that women basically had to lie in bed all day from the time they found out they were pregnant. That was probably because there was so little understanding of what was going on in the woman's body and with the developing fetus, and of course there was a lot of fear about doing anything that might jeopardize the baby. Now we know that it's perfectly safe for women to stay active during pregnancy—with some precautions as I'm going to list below. Exercising while you're pregnant will benefit your health, limit your weight gain, and increase blood flow throughout your body. You can do both strength training and cardiovascular exercise without worrying that it will be bad for your baby.

Myth #2: You can't lie on your stomach or back when you're pregnant.

This is one of many misconceptions about specific things you can't do while you're pregnant. It's true that as you get further into pregnancy, there are risks associated with lying on your back for a prolonged period—basically, the weight of your uterus can put too much pressure on a major vein that carries blood from your legs to your heart. But lying on your back for a few minutes to do an exercise is very unlikely to have any negative effect. Lying on your belly becomes uncomfortable at some point during the second trimester, but it doesn't actually carry any risks for you or your baby. I'd recommend just seeing how things feel. When something starts to feel uncomfortable, find alternate exercises you can do to work the same muscles.

Myth #3: You're eating for two!

Some women think that being pregnant gives them free rein to eat whatever they want, whenever they want—because they're now eating for two, right? But if you look at how much your developing baby actually needs in extra calories each day, it's really more like you're eating for about 1.2 people. So you're eating about a fifth more than you normally would, or about 300 to 400 extra calories a day. You can increase your portion sizes a bit, or maybe add an extra small meal a day. If you're eating the right foods, your hunger level should be a pretty good gauge.

Myth #4: The weight will just fall off after the baby is born.

This is another myth that survives because it ends up being true for some lucky women. It's certainly not the norm, and you can't count on it happening—even if it's happened for you before. There are a lot of different things that come into play. Hormonal differences from one pregnancy to the next, your age, whether you breastfeed, how active you were in pregnancy—those are just some of the factors. The bottom line is that you should expect to work hard to lose the weight. Don't put on extra weight thinking it will be easy to lose once the baby is born.

- NOTE: As with all exercise programs consult your doctor before undertaking any new fitness regimen.

Please credit excerpt as follows: "Excerpted from *Fit Moms For Life* by Dustin Maher"

For more information about Dustin Maher's *Fit Moms For Life*, go to www.DustinMaherFitness.com