



FOR IMMEDIATE RELEASE

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**So, You Think You Can Dance Your Way Slim? You CAN with
*CORE RHYTHMS Core Cardio DVDs***

San Diego, CA – January 25, 2008 – Think you can dance your way slim? **Mary Murphy**, choreographer and head judge for the popular Fox show, certainly does. In fact, she’s one of the biggest fans of a new DVD set that will help anyone dance their way into red-carpet shape. It helped her lose over thirty pounds! CORE RHYTHMS, a four DVD set created by international dance champions, Jaana Kunitz and Julia Powers, is available now at Target, Kohl’s, Bed, Bath & Beyond and www.CoreRhythms.com for \$39.95. With these DVDs anyone can learn world class slimming dance moves literally one step at a time!

“You’re going to get into shape in the most fabulous and fun way.”

- Len Goodman, “DANCING WITH THE STARS” (head judge)

Core Rhythms is a revolutionary exercise concept that uses sexy Latin dance actions to raise your heart rate and tone and tighten your entire core at the same time. The fun, rhythmic moves all start with the core, affecting your upper abs, middle abs, lower abs, obliques and your back to give you a 360° total core workout all while being swept away by the fun of dance. The set delivers:

KICK START DVD - This uses a slow tempo to teach the three basic moves of the workout. This award winning interactive DVD allows you to choose from, front, back, split or zoom-in-on-the-core camera angles. It’s a great introduction allowing the user to achieve immediate results with Core Rhythms.

FULL WORKOUT DVD - This 45 minute workout is the key to getting a dancer’s lean, gorgeous body. View every step from front or back. The interactive Help button brings you right to Jaana and Julia’s helpful tips for mastering each move.

QUICK WORKOUT DVD – Get a fast and fun Merengue and Samba workout in just 20 minutes. Choose front or back camera angles.

LATIN DANCE MADE EASY DVD - Here, dance champions, Bob and Julia Powers, teach three popular Latin dances, Salsa, Merengue and Rumba, that you and a partner can take straight to the clubs.

THE GREAT EATING GUIDE – This includes a seven day menu and helpful tips on foods to enjoy and avoid.

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Julia Powers is the 12 times undefeated US Rhythm Champions as well as 3 times World Mambo Champion. She has won more US titles than any other person in the history of American ballroom dancing. Through various fitness programs including Ballet, Yoga and Pilates she has developed a strong knowledge of core strength conditioning.

Jaana Kunitz is one of the most televised DanceSport females in the world. Her appearances include PBS, NBC, and ESPN. You may have also seen her in the hit movie “Dance with Me” starring Vanessa Williams. The highlights of her championship titles include: North American Latin Showdance Champion and 4th in the World Latin Showdance Championships. Jaana is also an ACE certified Fitness instructor making her one of the leading authorities in dance fitness today.

CORE RHYTHMS is a registered trademark of DanceSport Videos LLC. Our mission is to produce the highest quality fitness DVDs available on the market taught by actual World Champion Dancers. Through thorough developmental procedures we ensure each DVD focuses on the core muscle groups to produce complete body sculpting as well as a strong cardio workout. We aim to never lose sight of the fun factor while making use of the latest technology. Our goal is to have every workout end with a smile, as well as a healthier, better looking body. We make looking good FUN!

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Please note: Julia Powers, Jaana Kunitz and Mary Murphy are available for interviews and appearances. Please call (831) 656-0553 or (212) 683-3416 to schedule.