

Business Information

Jazzercise, Inc. Headquarters 2460 Impala Dr. Carlsbad, CA 92010

(760)476-1750 (800)FIT-IS-IT

Fax: (760)602-7180 jazzercise.com

About Jazzercise

Judi Sheppard Missett, who turned her love of jazz dance into a worldwide dance exercise phenomenon, founded the Jazzercise dance fitness program in 1969. The workout program, which offers a fusion of jazz dance, resistance training, Pilates, yoga, and kickboxing movements, has positively affected millions of people worldwide. Benefits include increased cardiovascular endurance, strength, and flexibility, as well as an overall "feel good" factor. The international franchise business hosts a network of 7,800 instructors teaching more than 32,000 classes weekly in 32 countries.

Our Mission: What We Do

We develop and market fun and effective fitness programs and products that enhance the well-being of people of all ages.

Our Philosophy: What We Believe

We believe fitness is an important aspect of well-being and enhances the overall quality of people's lives; therefore, Jazzercise is committed to helping people understand and value the importance of health and fitness.

Our Vision: We Strive To

Educate: Inform the public about the physical and emotional benefits of Jazzercise, worldwide. Understand: Embrace customer information that will enable us to anticipate and deliver on customers' needs.

Innovate: Expand our product and service offerings with creative and effective fitness solutions. **Inspire:** Draw upon our passion and enthusiasm to motivate others to maintain a healthy lifestyle.

Affect: Make a difference in the lives of the people we touch on a daily basis.

Management Team

Judi Sheppard Missett, Founder & CEO Shanna Missett Nelson. President Sally Baldridge, Chief Operating Officer & Chief Financial Officer Kelly Sweeney, Chief Marketing & Sales Officer Kenny Harvey, Vice President of International Sales & Corporate Events Brad Jones, Vice President of Operations T & ||^AO & Experiment of Marketing Andrew Blocksidge, Vice President of Technology

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Community Outreach

Over the years, Jazzercise has acted upon Judi's philosophy of "giving back to the community." Judi and her legion of instructors have raised more than \$27 million for a wide range of charities by leading special large-scale workout classes, performances at major sporting events, and local benefits. Other efforts include "Kids Get Fit," a free workout program to help school districts promote fitness as a way of life to children, and an art lease program which supports the local art community.

Revenue Generated

In 2010/2011, Jazzercise posted its most successful year in the company's 42-year history, with system-wide sales topping \$97 million for the fiscal year.

Jazzercise Franchises

As owners of Jazzercise franchises, instructors are independent businessmen and women who pay an initial U.S. franchise fee of \$2,000, which includes training and certification. Instructors also pay 20 percent of their gross revenues to Jazzercise monthly. Instructors receive dance-fitness routines choreographed to the latest music by Judi Sheppard Missett every 10 weeks, continuing education, marketing and administrative support. Business Franchises are available as well.

Jazzercise Apparel, A Division of Jazzercise

The Jazzercise Apparel division was established in 1980 and offers fitness clothing, activewear, home workout DVDs, accessories and Jazzercise logo merchandise. This retail catalog division receives merchandise orders via its online catalog and toll free line. For further information, go to jazzercise.com or call (800)FIT-IS-IT.

JM DigitalWorks, A Division of Jazzercise

JM DigitalWorks, established as a division in 1984, provides broadcast quality video production, post-production and duplication services. In addition to producing Jazzercise retail products, international ad spots and franchise training tapes, JM has serviced a number of corporate clients including Callaway Golf, CBS Sports, Google Inc. and Boston Scientific. The award-winning company was honored by Videography magazine as one of the top 50 corporate production facilities in the United States, has won numerous Telly awards for corporate video excellence, and recently had staff members selected as two of the "Top 100 Producers" by a national video production trade magazine. For more information, go to www.jmdigitalworks.com or call (760)476-1783.

Corporate Alliances

Strategic alliances with nationally known brand name products and companies have been created to perfectly integrate marketing programs. The goal is to reach target audiences with powerful, value-added incentives to increase brand sales, sampling and trial vehicles, and advertising programs. Current corporate alliances include Ryka and Polar Heart Rate Monitors. Previous alliances include Brita, Ladies' Home Journal, GNC, Smucker's Jam Products, Coca-Cola, General Mills' Total Cereals, and Ore-Ida.