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JAZZERCISE INKS EXCLUSIVE LICENSE AGREEMENT IN EGYPT

CARLSBAD, Calif. (August 17, 2010) – Jazzercise, the world's leading dance fitness program, continues to expand. The company announced an exclusive license agreement with Cairo-based Edrak for Edutainment Projects Development Co. to grow the Jazzercise brand in Egypt. Edrak will build the Jazzercise instructor franchisee base and market Jazzercise classes throughout the country. Future plans call for Edrak to establish Jazzercise fitness apparel retail outlets in Egypt. The announcement was made by Jazzercise founder and CEO Judi Sheppard Missett.

"We are confident that the women of Egypt will embrace the Jazzercise fitness experience – as a business opportunity by becoming a Jazzercise franchisee and as a customer enjoying an intense and varied workout combined with camaraderie and fun," said Missett. "We look forward to working with Edrak."

A 60-minute Jazzercise class offers a fusion of jazz dance, resistance training, Pilates, yoga, cardio box and Latin-style movements set to popular music. Classes are open to people of all ages and fitness levels and offered in 32 countries, including the United States, Japan, Canada, Mexico, United Kingdom, Italy, Switzerland, Norway, Germany, Spain, Malaysia and Australia.

Tarek Zidan, Edrak's CEO, stated that the company's mission is to develop the general state of fitness for Egyptian families specifically, women and children. "We want women to realize the potential within themselves towards the attainment of their personal goals. We believe that Jazzercise offers a unique and unparalleled opportunity for the women of Egypt to enjoy a healthier and more fulfilling lifestyle."

Kenzy Abdallah, General Manager of Edrak's Fitness Business Unit adds, "Jazzercise provides a new edge to the fitness field in Egypt as it adds the element of fun to an effective workout."

Edrak will host a Jazzercise launch event – "A Celebration of Fitness, Friendship & Fun," in Fall, 2010 at the American University in Cairo that will offer Jazzercise classes and information about Jazzercise franchise opportunities in Egypt.

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. She has advanced the business opportunities of women and men in the fitness industry by growing her program into an international franchise business that today, hosts a network of 7,800 instructors teaching more than 32,000 classes weekly in 32 countries. The workout program, which offers a fusion of jazz dance, resistance training, Pilates, yoga, cardio box and Latin-style movements, has positively affected millions of people worldwide over four decades. Benefits include increased cardiovascular endurance, strength, and flexibility, as well as an overall "feel good" factor. For more information, go to www.jazzercise.com or call (760) 476-1750.

About Edrak

Headquartered in New Cairo, Egypt, Edrak for Edutainment Projects

Development Co. acquires global and reputable franchises promoting
edutainment, health, and wellness for the family with a special focus on women
and children. The company has three main business units: Edutainment, Health
& Fitness and Wellness. Edrak currently has franchise agreements of
multinational brands including Jazzercise, Kidzania, and The Little Gym. For
more information, go to www.edrak-developments.com.