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Jazzercise Launches Cheryl Burke Apparel Line

CARLSBAD, Calif. (Sept.15, 2011) – Jazzercise, the world's leading dance fitness program, announced the launch of the Cheryl Burke apparel line in its Fall 2011 catalog. Jazzercise is the first major retailer committed to carry the two-time *Dancing with the Stars* champion's hot new styles. Designed by Burke, the apparel line features lifestyle pieces that will take women from their workout to the street.

"Jazzercise continues to offer high quality, on-trend fitness apparel with a focus on performance and function," said Jazzercise Founder & CEO, Judi Sheppard Missett. "We have an outstanding partnership with Cheryl and we are proud to be the first to offer the Cheryl Burke collection."

Burke designed her apparel line with a focus on function and femininity. "My apparel line features a unique blend of pure style and total performance. The design and functionality of the pieces create a balance of performance for working out, with a feminine touch that women will love."

The initial Cheryl Burke line will be followed up with a holiday offering which will debut in mid-October on jazzercise.com. All pieces in the Cheryl Burke collection are also available with a Jazzercise logo.

Cheryl Burke Apparel line – Fall 2011

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. Judi advanced the business opportunities of women and men in the fitness industry by growing the program into an international franchise business that today, hosts a network of 7,800 instructors teaching more than 32,000 classes weekly in all 50 states in 32 countries.

Each 60-minute Jazzercise class offers a fun and effective total body workout featuring a fusion of jazz dance, resistance training, Pilates, yoga, kickboxing and Latin style movements set to popular music. Benefits include increased cardiovascular endurance, strength, and flexibility, as well as an overall "feel good" factor. For more information about Jazzercise, go to jazzercise.com or call (800) FIT-IS-IT.

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