

**For Immediate Release**

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## **APOGEE AND FITNESSINSITE ANNOUNCE JV TO CREATE APOGEE MEDIA LLC**

***Joint venture creates the largest digital media, web-based technology and advertising network in the health & wellness sector***

(April 18, 2011) New York, NY – American International Lifestyle’s portfolio of companies, which includes Apogee Lifestyle, Apogee Wellness, Power Pilates, Pilates Pro and Beyond Barre (collectively “AIL”), has signed an agreement with FitnessInsite, a leading web-based technology & advertising network in the health club & sports performance space, to form Apogee Media LLC (“Apogee Media”).

The joint company will leverage AIL’s library of thousands of hours of educational and wellness video content and distribute it across FitnessInsite’s 160 client sites throughout the health & fitness industry. In addition, Apogee Media will utilize its private label software platform for corporate wellness programs, hospitals, alternative medical practices and health & fitness websites across North America.

The company will begin to develop customized digital media at its new production studio in New York City while also working with exclusive content partners including leading doctors, personal trainers, chiropractors, group exercise instructors, pilates & yoga instructors, sports rehabilitation specialists, physical therapists, nutritionists and alternative medicine practitioners. The proprietary technology platform, powered by FitnessInsite, will serve as a powerful online distribution channel that already reaches millions of consumers and fitness enthusiasts.

“Apogee Media brings together thought-leaders from the health and wellness industries as well as proven entrepreneurs from the internet and digital media sectors,” said Michelle Miller, CEO of Apogee Media. “I am excited to hit the ground running with this powerful team and the unique balance of proprietary technology, validated content and innovative online media developments.”

Irv Cohen, President of Apogee Lifestyle, stated, “Our portfolio of companies is a ‘who’s who’ in the wellness, pilates and core programming disciplines. The ability for us to leverage the web and reach millions of instructors and consumers will take us to the next level. The creation of Apogee Media expedites our initiatives, empowers us to better leverage social media marketing and puts us at the epicenter of the wellness community.

“During the past decade, FitnessInsite has been building a substantial client network by providing private-label web platforms with interactive sales, content management and interactive fitness & nutrition applications to over 160 clients representing over 700 bricks & mortar health club locations across the U.S.,” said Pete Moore, Chairman of FitnessInsite and Managing Partner at Integrity Square LLC, “We recognized the need to layer our network with a significant amount of video content and community building in order to fuel our online platforms. This partnership with the Apogee family of companies, their people, and their extended network will be the perfect combination of Distribution & Content in the rapidly growing and dynamic health & wellness category. ”

FITNESSINSITE ([www.FitnessInsite.com](http://www.FitnessInsite.com))

Founded in 2000, FI provides custom online solutions for the health and fitness industry including: Interactive web-based content & management technology solutions, website design and development, hosting, b2b software licensing, client retention and lead generation services, online advertising, and supplement & fitness product sales. Since inception, FI has facilitated more than 235,000 client leads, has built more than 160 custom websites, representing over 700 individual health club and wellness organizations. FI’s offices are located in Scottsdale, AZ and NYC.

AIL Group ([www.AILBrands.com](http://www.AILBrands.com))

The AIL Group is a fully integrated health and wellness network with a passion for healthy living at its core. The AIL brands offer integrated wellness experiences and inspires a lifelong practice of natural well-being and optimum health through its premium products, education programs, wellness centers and studios. Headquartered in White Plains, NY, AIL wholly owns and operates a portfolio of brands including: APOGEE Wellness, Pilates & Wellness Centers, Power Pilates and Pilates-Pro.com.

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