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PRESS RELEASE

FOR IMMEDIATE RELEASE

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KIDS ON THE RUN KICKS OFF FIRST ANNUAL “GET FIT NOW! CHALLENGE”

Program Encourages Families to Adopt Healthy Eating Habits and Increase Levels of Physical Activity; Percentage of Proceeds to Benefit Local Non-Profit

SOUTH PASADENA, Calif. – March 10, 2008 -- Kids on the Run - a program designed to empower children, adolescents and their families through nutrition education and fitness – today announced the first annual “Get Fit Now! Challenge.” The effort will build awareness around the dangers of childhood obesity and encourage the entire family to adopt healthy eating habits and increase their levels of physical activity. Throughout the month of March, a portion of enrollment fees will be donated to a local non-profit to support childhood nutrition and fitness awareness.

As of January 2007, the Centers for Disease Control and Prevention estimates that more than nine million 6-19 year olds are overweight or obese -- a number that has tripled since 1980. Statistics show the habits kids develop early in life will affect their physical and mental health and well-being in the future.

“With childhood obesity rates at an all-time high, the ‘Get Fit Now! Challenge’ is a rally cry for parents concerned about their children’s health,” said Kids on the Run founder and registered dietitian Wendy Crump. “Kids on the Run is for everyone of all shapes and sizes. Whether a child needs to lose weight or wants to learn better nutrition habits and the proper way to exercise, the program is customized for each child’s particular needs and goals.”

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Throughout the eight-week course, participants receive one-on-one nutrition counseling and fitness solutions tailored to each person's strengths and unique challenges. A certified personal trainer leads fun, interactive small group classes two times per week and recommends additional activities each participant can easily incorporate into his or her weekly routine.

Kids on the Run classes are enrolling now. Those who mention the "Get Fit Now! Challenge" and join in the month of March will receive \$25 off the regular program enrollment fee. For more information, visit www.kids-on-the-run.com or call 626.403.6000.

About Kids on the Run

Founded in 2005 by Wendy Crump, a registered dietitian and mother of four, Kids on the Run is an active nutrition program that empowers children, adolescents and their families through education, increased awareness and fitness training that influences, develops, and maintains healthy habits for life. Participants receive individual attention from a registered dietitian and a certified personal trainer who will address the specific weight loss and fitness challenges each child is facing. Kids on the Run is committed to providing the necessary tools that allow participants, and their families, to make smart choices and adopt healthy habits for life. For more information about the eight-week program, visit www.kids-on-the-run.com or call 626.403.6000.

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