



**Contact: Karen Mazzotta, 631-549-1580**  
**karen.mazzotta@rodale.com**  
**Joanne Park, 818-840-4579**  
**joanne.park@nbcuni.com**

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**NBC, RODALE AND REVELLE ANNOUNCE  
*THE BIGGEST LOSER CLUB*  
ONLINE SUMMER CHALLENGE**

**Grand-Prize Winner to Receive \$20,000,  
Plus Be Featured on Season 3  
of NBC's Hit Reality Show**

**-- 30 Runner-Up Prizes Also to be Awarded --**

**-- Go to [www.biggestloserclub.com](http://www.biggestloserclub.com) for More Details and to Enter --**

New York, May 2, 2006 – NBC, health and wellness publisher Rodale Inc., and independent production and distribution company Reveille Productions announced that, beginning today, fans of NBC's hit reality series *The Biggest Loser* can be a part of the phenomenon by joining ***The Biggest Loser Club Online Summer Challenge*** on **[www.biggestloserclub.com](http://www.biggestloserclub.com)**. Entrants are eligible to win a Grand Prize of \$20,000; a trip for two to the taping of the Season 3 finale as well as have their success story featured on the show. In addition, five First Runner-Up prizes and 25 Second Runner-Up prizes will be awarded. Registrants must sign up by July 31, 2006. Contest ends August 15, 2006. See Web site for complete details.

Under the premise of "Drop Weight and Change Your Life," fans can follow the advice of *The Biggest Loser Club* program and win prizes based on their responsible weight transformation. Winners of ***The Biggest Loser Club Online Summer Challenge*** will be selected by a panel of judges who will determine which contestant has undergone the most significant healthy physical and lifestyle transformation.

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*The Biggest Loser* Club ([www.biggestloserclub.com](http://www.biggestloserclub.com)), the companion subscription Web site to the NBC hit reality series *The Biggest Loser*, was launched in September 2005 by Rodale, NBC and Reveille, and features the diet and fitness program followed by contestants of the NBC show, but adapted for home use. *The Biggest Loser* Club gives members the tools to make a personalized diet and exercise plan designed to meet their individual goals. (Participants are advised to always consult with a physician or healthcare provider before starting any new exercise, nutrition, or supplementation program.)

### **General Requirements (go to [www.biggestloserclub.com](http://www.biggestloserclub.com) for complete details):**

-Entrants must submit a valid registration by one of the following two methods:

1. Club members can submit a valid registration by logging onto <http://www.biggestloserclub.com> (\$19.98 monthly fee)
2. To enter without becoming a Club member, fans can submit an entry via mail.

-From May 1, 2006 to July 31, 2006 submit “Before” entry to include a “before” photo of yourself, current starting weight as of submission date, and a 150-250 word essay on why you want to lose weight and begin a healthy new lifestyle.

-From August 1, 2006 to August 15, 2006 submit “After” entry to include “after” photo of yourself, current ending weight as of submission date, and a 150-250 word essay on how you’ve succeeded in your physical and lifestyle transformation since submitting your “Before” photo and essay.

-Participants must follow *The Biggest Loser* Club fitness and diet program through club membership or otherwise (*The Biggest Loser* book is in stores and libraries now). Participants must submit their weight at least once every two weeks and adhere to the program for the duration of the Online Summer Challenge.

### **Judging:**

Winners of ***The Biggest Loser* Club Online Summer Challenge** will be determined no later than September 8, 2006. Entries will be reviewed by a panel of judges comprised of the show’s trainer, Bob Harper; Matt Hoover, Season 2 Grand-Prize Winner, and Suzy Preston, Season 2 Second Runner Up, currently engaged; as well as *Biggest Loser* Club dietary and fitness experts and editorial staff.

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Judging will be based on a combination of the “Before” and “After” photographs and essays, whether or not the entrant lost weight responsibly, and the participant’s engagement in *The Biggest Loser Club* program.

Winners will be notified by postal mail and telephone from September 12, 2006 through September 25, 2006.

#### **Prizes:**

*Grand Prize – Awarded to one winner*

- Success story featured on a Season 3 episode of *The Biggest Loser*
- \$20,000
- Two tickets to *The Biggest Loser* TV show Season 3 finale taping, with VIP access
- \$5,000 cash for trip to *The Biggest Loser* TV show Season 3 finale taping, which can be used for travel/lodging expenses and spending/shopping
- Lifetime membership to *The Biggest Loser Club* Web site

*First Runner-Up Prizes – Awarded to five winners*

- \$5,000
- Two tickets to *The Biggest Loser* TV show Season 3 finale taping, with VIP access (travel, lodging not included)
- Lifetime membership to *The Biggest Loser Club* Web site

*Second Runner-Up Prizes – Given to 25 winners*

- \$1,000
- One-year membership to *The Biggest Loser Club* Web site

#### **About *The Biggest Loser***

*The Biggest Loser* is an unscripted and life-altering, one-hour reality series that gathers contestants from across the country as they compete for a grand prize of \$250,000 in a safe and recommended manner through comprehensive diet and exercise. They face real-life temptations while being provided with approved weight-loss skills and resources in an effort to help them transform their bodies, health, and, ultimately, their lives. The finale of *The Biggest Loser 2* last November drew in over 17 million viewers who witnessed Matt Hoover crowned *The Biggest Loser*.

#### **About *The Biggest Loser Club***

*The Biggest Loser Club* ([www.biggestloserclub.com](http://www.biggestloserclub.com)) is the companion Web site to the NBC hit reality series *The Biggest Loser*, launched in September 2005 by NBC, Rodale and Reveille. The interactive membership program features all the tools needed to succeed, including a customized diet and fitness program designed by the show's medical and nutrition experts, a meal planner, and a shopping list creator.

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Members can create a personal online fitness profile, keep a weight-loss journal, obtain access to meal and exercise planners and an expanded database of recipes, and receive a special *Biggest Loser Club* newsletter with updates and health tips. Participants can get essential peer and professional dietary and fitness support through online discussion boards and by sharing a personal progress journal with other Club members. The show's star professional trainer Bob Harper and cast provide tips, inspiration and motivation.

### **About Rodale Inc.**

Rodale Inc. is the authoritative source for trusted content in health, fitness and wellness around the world, reaching nearly 40 million people each month. The company publishes some of the best-known health and wellness lifestyle magazines, including *Men's Health*, *Prevention*, *Women's Health*, *Runner's World*, *Best Life*, *Bicycling*, *Backpacker*, *Mountain Bike* and *Organic Gardening*, and is also the largest independent book publisher in America with a collection of international titles, including *The South Beach Diet* and *The Abs Diet* franchises. Rodale's broad range of media platforms includes magazines, books, video and extensive Web sites. The company is also a leader in direct-response marketing and has more than 25 million active customers in its database. [www.rodale.com](http://www.rodale.com).

### **About Reveille**

Reveille is a leading independent production and distribution company focused on exploiting worldwide intellectual property rights through scripted and alternative television formats. Launched in March of 2002 by Ben Silverman, former head of international packaging at the William Morris Agency, the company leverages its unique relationships with the world's top broadcasters and producers to acquire, produce and distribute innovative entertainment programming across all television genres, such as *The Office*, *30 Days*, *The Biggest Loser: Special Edition*, *BlowOut* (Bravo), *Bound for Glory*, *Nashville Star* (USA), *Date My Mom* and *The Restaurant*. In addition, Reveille is also the world leader in creating integrated marketing opportunities for leading advertisers while developing alternative financing paradigms. The company maintains offices in both Los Angeles and New York.

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