



For Immediate Release
January 3, 2013

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**Jazzercise Awards “Be the Boss” Winners with a Jazzercise Fitness Franchise
And New Jazzercise Ambassador Position**

A&E Network Reality Show “Be the Boss” a Win-Win for Both Competitors

Carlsbad, Calif. — After the most intense job interview of their lives, Jazzercise franchisees Kim McCulloch and Sophia Hubbard both walked away winners at the conclusion of last Sunday night’s episode of real-life competition series “Be the Boss” on A&E Network.

In the Dec. 30 episode, two Jazzercise instructors – McCulloch of Minooka, Ill. and Hubbard of Ypsilanti, Mich. — were summoned to corporate headquarters by Jazzercise Founder and CEO Judi Sheppard Missett. At the Carlsbad, Calif. office, they discovered they would be competing to win an exciting opportunity to become the new Jazzercise, Inc. Ambassador — but only one would ultimately win it.

Through the course of the week, both women were put through rigorous job-related challenges such as recruiting college students to attend a Jazzercise class on campus and producing a home workout DVD, to determine who should earn the coveted position.

At the show’s conclusion, Missett hires McCulloch as the new Jazzercise, Inc. Ambassador and asks to have a few consoling words with Hubbard. After McCulloch is dismissed, Missett reveals the surprising twist that Hubbard actually won the ultimate prize — the keys to her own Jazzercise Fitness Center!

“We were thrilled to participate in this rare opportunity to change the lives of two deserving franchisees,” said Jazzercise Founder & CEO Judi Sheppard Missett. “It was so gratifying to see these women work tirelessly to attain their “dream job” and to help make that dream a reality. Both instructors are a welcome addition to our corporate team in their new roles.”

As Jazzercise Ambassador, McCulloch now serves as a liaison between the Jazzercise, Inc. corporate team and Jazzercise franchisees. The position has the opportunity to impact company objectives by providing valuable feedback to Jazzercise corporate from the field while promoting brand awareness and supporting business objectives.

“This position is what I really hoped for all along,” said McCulloch. “I see it as an opportunity to further promote open communication and give a voice to the franchisees in a positive way. I am honored and eager to fill this role.”

For Hubbard, opening a Jazzercise Fitness Center was one of her future goals but she didn't think she could attain it this quickly.

"This opportunity came at just the right time for me," said Hubbard, who currently teaches fourth grade. "The chance to own a Jazzercise Fitness Center has given me new insight on my future!"

The full episode of "Be the Boss: Jazzercise" is currently streaming online at <http://www.aetv.com/be-the-boss/video/#13312579950>.

The Jazzercise dance fitness program, founded in 1969, 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, kickboxing and Latin-style movements, has positively affected millions of people worldwide. Jazzercise was recently ranked #3 Home Based Franchise, #3 Low Cost Franchise and #13 Overall on the 2012 Entrepreneur Magazine Franchise 500. For more information on Jazzercise or fitness franchise opportunities, go to <http://www.jazzercise.com>.

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