

For Immediate Release
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Jazzercise, Inc. to be Featured on New A&E Network Show “Be the Boss” Airing December 30

Episode to Highlight Two Jazzercise Instructors Vying for Once-in-a-Lifetime Opportunity

Carlsbad, Calif. — Jazzercise, Inc. is thrilled to announce the company’s participation in the new original real life series “Be the Boss,” which will debut on A&E Network next month. From the Emmy-Award winning creators of “Undercover Boss,” this competition-based series will feature two Jazzercise franchisees vying for the opportunity to become a Jazzercise Fitness Center owner — or, in essence, become their own boss.

Kim McCulloch
Minooka, IL



After being a Jazzercise customer for several years, Kim caught the fever and became a Certified Jazzercise Instructor in April 2010. Though she has only been teaching for a few years, Kim quickly fell in love with it. Kim’s favorite part of her job is seeing the change in her customers and helping to inspire that change. She teaches class at the Jazzercise Romeoville Friendship Centre and is also the Choreographer and Director of her local high school music program. Kim has a husband, Levi, and two boys – Huxley, 7, and Ever, 5.

Being a part of “Be the Boss” has been a life changer for Kim. It gave her more confidence, some financial relief and a whole new perspective on reality TV!

“I am so grateful to have been chosen to participate in this show; it was a life-altering experience!” said Kim. “I met incredible people, challenged myself in ways I never had before and discovered the depths of what I am capable of. It reaffirmed how fortunate I am to work for a company like Jazzercise.”

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Sophia Hubbard

Ypsilanti, MI



Originally from St. Lucia in the Caribbean islands, Sophia became a Certified Jazzercise Instructor in October 2002. She loves that teaching Jazzercise allows her to influence the lives of others in a positive way and inspire people to work harder and persevere. Sophia teaches at the Jazzercise Ann Arbor Fitness Center. She is married to Peter and has one son, also named Peter, 21. In addition to teaching Jazzercise, Sophia has been teaching fourth grade for 16 years.

Sophia had no idea what she was getting into when she was contacted by producers to be on the show. In fact, she and her husband had serious doubts but she is so glad she said, “yes!” The experience has made her stronger and changed her life for the better.

“My experience from being on the show has been challenging but rewarding and unforgettable, said Sophia. “It has given me more insight about my strengths, weaknesses and abilities. I have become a better person, teacher and instructor because of it. The show has definitely been the experience of a lifetime.”

The “Be the Boss” season premiere is scheduled for Sunday, Dec. 2 at 10 p.m. ET/PT and the Jazzercise episode air date is slated for Sunday, Dec. 30 at 10 p.m. ET/PT. Other companies selected to be featured include Complete Nutrition, Auntie Anne’s, Signal 88 Security, Molly Maid and the Melting Pot.

For more information on “Be the Boss,” visit <http://www.aetv.com/be-the-boss/>. For more information on Jazzercise, go to <http://www.jazzercise.com>.

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