



when you love your workout, results come easy!

## Business Information

### **Jazzercise, Inc. Headquarters**

2460 Impala Dr.  
Carlsbad, CA 92010  
(760)476-1750  
(800)FIT-IS-IT  
Fax: (760)602-7180  
[jazzercise.com](http://jazzercise.com)

### **About Jazzercise**

Judi Sheppard Missett, who turned her love of jazz dance into a worldwide dance exercise phenomenon, founded the Jazzercise dance fitness program in 1969. The workout program, which offers a fusion of jazz dance, resistance training, Pilates, yoga, and kickboxing movements, has positively affected millions of people worldwide. Benefits include increased cardiovascular endurance, strength, and flexibility, as well as an overall “feel good” factor. The international franchise business hosts a network of 7,800 instructors teaching more than 32,000 classes weekly in 32 countries.

### **Our Mission: What We Do**

We develop and market fun and effective fitness programs and products that enhance the well-being of people of all ages.

### **Our Philosophy: What We Believe**

We believe fitness is an important aspect of well-being and enhances the overall quality of people’s lives; therefore, Jazzercise is committed to helping people understand and value the importance of health and fitness.

### **Our Vision: We Strive To**

**Educate:** Inform the public about the physical and emotional benefits of Jazzercise, worldwide.

**Understand:** Embrace customer information that will enable us to anticipate and deliver on customers’ needs.

**Innovate:** Expand our product and service offerings with creative and effective fitness solutions.

**Inspire:** Draw upon our passion and enthusiasm to motivate others to maintain a healthy lifestyle.

**Affect:** Make a difference in the lives of the people we touch on a daily basis.

### **Management Team**

Judi Sheppard Missett, Founder & CEO

Shanna Missett Nelson, President

Sally Baldrige, Chief Operating Officer & Chief Financial Officer

Kenny Harvey, Vice President of International Operations & Corporate Events

Brad Jones, Vice President of Technology & Distribution Services

Kelly Sweeney, Vice President of U.S. Sales

Kathy Missett, Senior Business Analyst

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## **Community Outreach**

Over the years, Jazzercise has acted upon Judi's philosophy of "giving back to the community." Judi and her legion of instructors have raised more than \$27 million for a wide range of charities by leading special large-scale workout classes, performances at major sporting events, and local benefits. Other efforts include "Kids Get Fit," a free workout program to help school districts promote fitness as a way of life to children, and the "CyberStretch School Giveaway Program," a free computer safety education program for schools.

## **Revenue Generated**

In 2009/2010, Jazzercise posted its most successful year in the company's 41-year history, with system-wide sales topping \$96 million for the fiscal year.

## **Jazzercise Franchises**

As owners of Jazzercise franchises, instructors are independent businessmen and women who pay an initial U.S. franchise fee of \$1,000, which includes training and certification. Instructors also pay 20 percent of their gross revenues to Jazzercise monthly. Instructors receive dance-fitness routines choreographed to the latest music by Judi Sheppard Missett every 10 weeks, continuing education, marketing and administrative support. Business Franchises are available as well.

## **Jazzercise Apparel, A Division of Jazzercise**

The Jazzercise Apparel division was established in 1980 and offers fitness clothing, activewear, videos, accessories and Jazzercise logo merchandise. This retail catalog division receives merchandise orders via its online catalog and toll free line. For further information or to order Jazzercise Apparel, go to [jazzercise.com](http://jazzercise.com) or call (800) FIT-IS-IT.

## **JM DigitalWorks, A Division of Jazzercise**

JM DigitalWorks, established as a division in 1984, provides broadcast quality video production, post-production and duplication services. In addition to producing Jazzercise retail products, international ad spots and franchise training tapes, JM has serviced a number of corporate clients including Callaway Golf, CBS Sports, Google Inc. and Boston Scientific. The award winning company was honored by Videography magazine as one of the top fifty corporate production facilities in the United States, has won numerous Telly awards for corporate video excellence, and recently had staff members selected as two of the "Top 100 Producers" by a national video production trade magazine. For more information, go to [www.jmdigitalworks.com](http://www.jmdigitalworks.com) or call (760) 476-1783.

## **Corporate Alliances**

Strategic alliances with nationally known brand name products and companies have been created to perfectly integrate marketing programs. The goal is to reach target audiences with powerful, value-added incentives to increase brand sales, sampling and trial vehicles, and advertising programs. Current corporate alliances include rykã and Polar Heart Rate Monitors. Previous alliances include Brita, Ladies' Home Journal, GNC, Smucker's Jam Products, Coca-Cola, General Mills' Total Cereals, Quaker Oats Rice Cakes, Crystal Geyser Juice, Mead Johnson's Boost, and Ore-Ida.