



TWO LEADING PROFESSIONALS CREATE LIFESTYLE VIDEO BRINGING WELLNESS AND SPECIAL INTEREST PROGRAMS TO THE MARKETPLACE

Two home video veterans, **Kevin Weaver** and **Khrista Tahmin**, have announced the formation of **LIFESTYLE VIDEO**, a company devoted to producing and representing wellness and special interest video product. The aim of the organization will be to attract and create high-quality, mass-market, highly saleable content in the fitness and special interest arena including sports, children, life-style, and more.

LIFESTYLE VIDEO offers two distinct services

- Representation of produced product for content owners seeking licensing or distribution, as well as any other services they may need, including marketing, graphic design, website creation, etc.
- Creation of proprietary product for studios with specific needs, such as a desire to capitalize on a genre, or to fill a void in their sell-through catalog.

Kevin Weaver (owner of Model Fitness) is one of the most prolific fitness producers and directors in home video. With almost 20 year's experience, Kevin has worked with the industry's biggest fitness celebrities including Denise Austin, Donna Richardson, Janis Saffell, Dave Sinclair, The Dallas Cowboys Cheerleaders, and more. His various titles have been carried by Koch Entertainment, PPI Entertainment, Kultur/White Star, Anchor Bay Entertainment, Wellspring Media, UAV Entertainment Corp., and Video Treasures among others. Kevin has produced a variety of fitness styles, from yoga to aerobics, to pregnancy to spot toning. His titles are sold at the nation's largest retailers, on the internet, and regularly appear on the Videoscanner's fitness chart. Kevin's management company, Model Fitness, represents several hundred U.S. and Canadian-based fitness professionals.

Khrista Tahmin (owner of The New York Media Group) has worked in the home video industry for 23 years. At executive positions at Universal, PPI and Koch, Khrista has overseen sales and marketing of fitness superstars and franchises such as Tony Little, Denise Austin, Joannie Greggains, Jennifer Kries (The Method), Gold's Gym, Yoga Zone, Leslie Sansone, and Molly Fox. She also acted as executive producer on Koch's "Pilates Method" series. Additionally, she has managed the sales and marketing of such video brands as Rhino, Rabbit Ears, Playboy, Cosmos, Marengo Films, and Full Moon. While at Koch, Ms. Tahmin headed all video acquisitions for the company.

The team will draw on their own backgrounds and expertise, as well as tapping their large network of fitness and special interest experts in the industry. **LIFESTYLE VIDEO** will act as a virtual "One-Stop-Shop," offering sales advice, marketing, contract negotiation, graphic design services, and more. One of the most important services they will provide is direct marketing, or infomercial assistance, of particular importance for fitness products targeted to a mass market.

Currently, **LIFESTYLE VIDEO** is representing the following programs:

- Mommy MakeOver Program
- Muscle Gods
- Tennis Reinvented
- Xina Sy
- Get Fit America For Kids by Scott Cole
- Preschool Power
- Victoria Johnson
- The Perfect Balance Workout
- Adventures in OZ
- The Soul Stretches
- Yogilates
- Totalmente En Forma

For more information, please contact **LIFESTYLE VIDEO** either in Florida or New York at (561) 790-6419 (Florida office) • (914) 779-4796 (New York office)