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For Immediate Release

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**WATERFRONT MEDIA TO PARTNER WITH BROADWAY BOOKS TO DEVELOP
COMPREHENSIVE WEB SITE AND ONLINE COACHING PROGRAM FOR
BIKINI BOOT CAMP, A GUIDE TO WOMEN'S HEALTH AND FITNESS**

**Collaboration on May 2007 publication is part of multi-year, multiple book strategic
partnership between Waterfront and Random House, Inc.**

(New York, November 14, 2006) — Waterfront Media, the premier online publisher of America's self-help experts such as Arthur Agatston, M.D. and Andrew Weil, M.D., will develop a consumer Web site for BIKINI BOOT CAMP by Melissa Pearlman and Erica Gragg, co-founders of the acclaimed Amansala Eco-chic Resort and Bikini Boot Camp located in Tulum, Mexico. The book will be published on May 1, 2007 by Broadway Books, a division of Random House, Inc.'s Doubleday Broadway Publishing Group. It will offer women who want a bikini-ready body as well as a healthy, balanced mindset a comprehensive two-week fitness and body sculpting program that combines intensive cardio, Pilates, yoga, core strengthening, and circuit training workouts, as well as delicious and slimming recipes infused with a Latin flavor.

The BIKINI BOOT CAMP Web site to be developed by Waterfront Media will enable consumers to receive original personalized content about their specific areas of interest as well as access to an array of interactive tools and online communities. Together with Broadway, Waterfront also plans to launch an online coaching service for subscribers who have already gone through the Amansala spa program and who now seek ongoing support in achieving their health and fitness goals. The Website, www.bikinibootcamp.com, will go live in conjunction with the book's publication.

The collaboration was announced today by Random House, Inc. and Waterfront Media co-founders Ben Wolin and Mile Keriakos. It represents the first effort in a multi-year, multi-book strategic agreement between Waterfront Media and the Random House, which is designed to enrich consumers' experiences by integrating online resources with the content of individual books and to offer readers a greater level of direct interaction with leading and emerging authors. The agreement will draw upon the broad range of forthcoming health and wellness titles to be published by Random House, Inc. imprints as the basis for prospective Web sites and interactive platforms.

Among the leading health, wellness, and self-help experts for whom Waterfront Media has previously developed an online publishing platform are Arthur Agatston, M.D., author of the # 1 *New York Times* bestseller *The South Beach Diet*; Andrew Weil, M.D., bestselling author of *8 Weeks to Optimum Health*; Heidi Murkoff, author of the best-selling *What to Expect When You're Expecting*; Dr. Barry Sears, bestselling author of *The Zone*; popular fitness television personality and author Denise Austin; Jillian Michaels, strength trainer for NBC's hit television series *The Biggest Loser*; and Connie Guttersen, R.D., Ph.D., author of *The Sonoma Diet*.

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"We are excited to be working collaboratively with the market leader in publishing self-help online. This relationship will help us better market our authors and their books, and our authors more effectively provide information and advice to their audience," said Todd Krizelman, Manager, Growth Projects for Random House, Inc., who negotiated the arrangement with Waterfront Media. "Our agreement with Waterfront Media will allow us to greatly leverage the internet's ability to make content come alive for readers through personalization, community-building, and interactivity."

"The world's largest trade book publisher has partnered with us to help bring their preeminent health and wellness talent to the Web, a strategic move that shows what publishers need to do to thrive in today's multi-media environment," said Ben Wolin, CEO of Waterfront Media. "Waterfront is known for consistently bringing acclaimed experts and their content to a superior level online, and we are excited to do the same for the authors of BIKINI BOOT CAMP as well as for future Random House authors."

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About Waterfront Media

Waterfront Media is the premier online publisher of self-help experts. With the Internet at the core of its publishing platform, Waterfront Media connects America's best self-help experts with millions of people looking to improve their lives through advice, tools and online communities.

About Broadway Books

Broadway Books is a division of the Doubleday Broadway Publishing Group of Random House, Inc., whose parent company is Bertelsmann AG.