

FOR IMMEDIATE RELEASE

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***Back in Shape with Baby* is a new exercise video designed for women who have recently given birth**

The video is the first of a six-video series which aims to get moms back in shape while teaching healthy lifestyle habits

ST. PETERSBURG, Fla. (January 4, 2006) – *Back in Shape with Baby*, an exercise video designed to help mothers get back in shape after childbirth, has been released by Exercise with Mommy, a fitness company that focuses on programs for mothers of young children.

Back in Shape with Baby contains three low-impact workouts that target areas affected by pregnancy and childbirth, while helping moms lose weight at the same time, according to Amy Burton, Exercise with Mommy's founder and president. The program is unique because it actually incorporates the baby into the workouts and utilizes on screen graphics throughout the video to help keep babies attention and reinforce learning.

“As a new mom, I looked for ways to get back into shape and continue an exercise program while working a full-time job,” said Burton, a mother who is an ACE-certified personal trainer with additional training in pre/post natal fitness.

“I couldn't find anything that fit my needs, so I created a series of workouts that allows busy mothers to work out while spending quality time with their children and teaching their children that exercise is fun and an important part of life,” she said.

The six-video series targets moms with children from six weeks old to five years old. Each video promotes interaction between mom and child. Age-appropriate learning takes place with on-screen graphics and verbal cueing. As the children become mobile, they begin to participate in the workouts. The movements help develop coordination and increase physical activity among children.

Burton consulted with medical experts when she designed the program. One, Dr. Sheila Devanesan, who specializes in obstetrics and gynecology, noted that childhood obesity is on the rise.

“What I truly love about the videos and the concept is that this is a way for mothers to reduce stress, get back into shape, and teach their children healthy lifestyle habits such as exercising,” Dr. Devanesan said. “And the videos do that while allowing for quality time between mother and child.”

According to the American Obesity Association, about two-thirds of adults and about one-third of all children aged 6 to 19 are overweight.

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ABOUT EXERCISE WITH MOMMY

The Exercise with Mommy video series are designed to help mothers get back into shape after having children. There are six videos in the series and they target moms with children from six weeks to five years old. Each video teaches skills and learning appropriate for children’s developmental stages. Exercise with Mommy was established by Amy Burton. Amy is an ACE certified personal trainer with additional training in Pre/Post Natal Fitness. Videos and additional information are available at www.exercisewithmommy.com.

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