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**Don't Compete...Just Complete! Biggest Loser and Active.com
Launch 5K and One Mile Challenge Series to Get Americans Fit**

Inaugural Biggest Loser Event Challenge Kicks Off September 25 in Myrtle Beach, SC

SAN DIEGO, Calif. – August 6, 2010 – NBC's "The Biggest Loser" and The Active Network, Inc.'s flagship website Active.com today announced the launch of The Biggest Loser Event Challenge, powered by Active.com, a series of nationwide 5K and one mile events designed to inspire Americans of all fitness levels to get moving with others. The first Biggest Loser Event Challenge will take place in Myrtle Beach, SC on September 25, 2010 with 16 more events to be announced for 2011. The Biggest Loser Event Challenge series is an extension of "The Biggest Loser" brand through NBC Universal Television Consumer Products Group, Reveille LLC, the company behind "The Biggest Loser" and 3 Ball Productions, producers of "The Biggest Loser."

"Millions of Americans watch 'The Biggest Loser' from their homes each week and come away with a desire to be more active," explained Bob Harper, professional trainer and coach on "The Biggest Loser." "The Biggest Loser Event Challenge is about transforming lives by taking the first step towards getting a friend, family member, co-worker or yourself on the path to a healthier lifestyle. Even if you've never run a step in your life, we want you to come and do something you never thought possible. Our theme, Don't Compete...Just Complete!"

"These Biggest Loser Event Challenges are a great opportunity for people to try something they may never have thought they could do!" said Kim Niemi, senior vice president, NBC Universal Television Consumer Products Group. "Whether you are running the entire 5K or just doing the one mile walk, the important thing is to get moving and get fit and we are really pleased to be able to provide these fun, family-friendly events to get people motivated."

JD Roth, executive producer of "The Biggest Loser" and CEO of 3 Ball Productions, said, "We're so proud to be associated with The Biggest Loser Event Challenge, something that can inspire everyone who wants

to change their lives and get healthier. As we've seen on the show, completing a race is an amazing accomplishment and a real way to take back control. We know that the same people who've made the show #1 will feel equally as passionate about participating in these races year after year."

Participants of the inaugural Biggest Loser Event Challenge in Myrtle Beach, SC will enjoy running and/or walking along a portion of the scenic 60-mile Carolina coastline of this top-rated family vacation destination. "The Biggest Loser" casting team will be at the event to meet with event participants, and after crossing the finish line on the brand new oceanfront boardwalk "The Biggest Loser's" trainer Bob Harper will be on hand to pose for pictures and meet with fans. A health and fitness expo will take place throughout the day's activities and all participants will receive a Biggest Loser Event Challenge t-shirt and finisher medal. In addition, there will be a post-event celebration at which time people can learn more about "The Biggest Loser" lifestyle and all the support tools available to them to make healthy changes in their lives. This event will be filmed for an NBC special to air in late November. Those interested in signing up for The Biggest Loser Event Challenge can register at www.biggestloser.com.

As founding sponsor of The Biggest Loser event series, Active.com will provide online registration and will work with "The Biggest Loser" to create expert-approved training plans for all the events taking place in 2011. Active.com will also work in concert with Continental Events and Sports Management Group, LLC who will produce the events.

"Like The Biggest Loser, Active.com is committed to providing the tools and resources to inspire people to lead a healthier lifestyle and reach their personal goals," said Kristin Carroll, vice president of media + marketing for Active Network. "By combining Active.com's excellent reputation within the fitness community as both a technology provider and online resource, with the worldwide hit The Biggest Loser, we've created the perfect partnership to launch The Biggest Loser Event Challenge."

About Active.com

Active.com, a media property of [The Active Network, Inc.](http://TheActiveNetwork.com), is the leading online community for people who want to discover, learn about, share, register for and ultimately participate in activities about which they are passionate. Millions of active individuals visit Active.com each month to search and register online for races, team sports and recreational activities; interact with others who have similar interests; start online training programs; and access nutrition, fitness and training tips.

About Continental Event and Sports Management Group LLC.

Continental Event and Sports Management Group LLC is a company formed to produce world-class running events. Robert Pozo, Founder and President of Continental has over 14 years of experience in the race production industry providing unparalleled events to participants and their host communities. Aside from being an athlete himself, Robert is one of the founders and held the position of Race Director of the ING Miami Marathon since its inception in 2003. He has also served as Executive Race Director of the ING Georgia Marathon, the Chicago Half Marathon and the 13.1 Marathon Series.

About "The Biggest Loser" on NBC

"The Biggest Loser" begins its 10th season NBC Tuesday, September 21 at 8:00 p.m. (ET/PT). The first reality series where everybody "loses," "The Biggest Loser" challenges and encourages overweight contestants to shed pounds in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of \$250,000. Hosted by Alison Sweeney, the series provides the contestants with challenges, temptations, weigh-ins and eliminations until the final contestant remains to claim the title of "the biggest loser." Each team works out under the supervision of professional trainers Jillian Michaels and Bob Harper. "The Biggest Loser" is a production of Reveille LLC, 25/7 Productions and 3 Ball Productions.

Beyond the U.S. where more than 100 episodes of the show have aired, "The Biggest Loser" has become a worldwide hit appearing in more than 90 countries and produced in 25 countries. Since its debut in 2004, "The Biggest Loser" has grown to become a standalone health and lifestyle brand by developing tools and products inspired by the show and approved by its doctors and experts. Anchored by the online, subscription-based extension of the show, Biggestloserclub.com, *The Biggest Loser Meal Plan*, *The New York Times* best-selling books series, best-selling fitness DVD series, a line of appliances, fitness equipment, protein supplements and countless other health and lifestyle based products, The Biggest Loser consumer products program has generated over \$50 million in spending with presence at more than 25,000 major retailers to date. The Biggest Loser was recognized as a top brand of the year in Advertising Age's 2008 Marketing 50. Check out www.biggestloser.com for more information.

About Reveille

Reveille is a leading independent studio focused on exploiting worldwide intellectual property rights in scripted and unscripted television and digital entertainment, and a world leader in creating integrated marketing opportunities for advertisers. Reveille is known for popular and award-winning hit series including THE BIGGEST LOSER, LOSING IT WITH JILLIAN, THE OFFICE, THE BURIED LIFE, UGLY BETTY, THE TUDORS, TABATHA'S SALON TAKEOVER, SHEAR GENIUS and PARENTAL CONTROL. Reveille has partnerships with both Microsoft and Yahoo! to develop original online series for brands. Web series include FIT TO BOOM for Subway, IT'S EVERYBODY'S BUSINESS WITH JACK AND SUZY WELCH for Microsoft, WHO KNEW? for Toyota Avalon and REAL LIFE MAKEOVER for Walmart. Upcoming television series include MASTERCHEF, GIGANTIC, BREAKTHROUGH WITH TONY ROBBINS and GOT TO DANCE. Through its distribution arm, Shine International, Reveille distributes its extensive library of programming to more than 150 countries. Reveille is part of the Shine Group, one of the world's foremost multinational entertainment and drama companies.

About NBC Universal Television DVD, Music, and Consumer Products Group

NBC Universal is a leader in providing entertainment programming to the domestic and international marketplaces. NBC Universal Television DVD, Music, and Consumer Products Group manages all global ancillary television business endeavors for the NBC Universal Television Group, including third-party home entertainment distribution, consumer products, musical soundtracks, special markets projects and the NBC Universal Online Store.

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