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SOBeFiT MAGAZINE WINS BEST MAGAZINE LAUNCH PARTY AT 2009 FAME AWARDS

MIAMI – (March 4, 2009)– *SOBeFiT Magazine*, the first South Florida publication dedicated to providing expert advice on the topics of fitness, nutrition, health and sports for men and women, was recognized for *Best Magazine Launch Party* at the 2009 FAME Awards (FOLIO: Awards for Magazine Events), part of the Magazine Event Strategies conference held in New York, NY.

At the morning ceremony, which recognizes the best-of-the-best in magazine-powered events, *SOBeFiT* beat out finalists *BizBash Chicago* and *Portland Spaces*. Now in its third year, the FAME Awards have honored industry events ranging from national marketing campaigns to intimate VIP events.

"I am just so proud," said Marta Montenegro, *SOBeFiT Magazine*'s Editor-in-Chief and Publisher. "To be recognized amongst so many incredible publications is truly an honor. We strive to be the best in everything that we do, so to be acknowledged in this way is wonderful! We have a clear vision of all we want to achieve, and this is just an indication of our incredible commitment to making *SOBeFiT* the top go-to resource on the topics of fitness, nutrition, health, and sports for men and women, not only in South Florida, but in the United States."

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Hosted by Montenegro and Dr. Sean Kenniff, former *Survivor* contestant and health specialist, the launch party for *SOBeFIT* Magazine took place in October 2008 at the Four Seasons Hotel in Brickell. The event, which was produced in-house by *SOBeFIT*'s Marketing team, offered an audience of potential advertisers and readers the unique *SOBeFIT* experience, in which the magazine's four core topics were brought to life through a variety of unique and interactive content stations, fashion show, and fitness demonstrations, all under one roof. Guests were served hors d'oeuvres and *SOBeFITinis* (a healthy version of a tropical cocktail) throughout the night.

The evening also featured a slew of celebrity appearances by recently-retired NBA star Alonzo Mourning, world-renowned artist Romero Britto, Miami Dolphin's running back Ronnie Brown, and five-time Pro Bowler and former Miami Dolphin John Offerdahl. The night was brought to a close when Montenegro presented Mourning with a \$25,000 donation on *SOBeFIT*'s behalf to his Alonzo Mourning Charities.

About SOBeFIT

SOBeFIT is the first publication of its kind dedicated exclusively to providing actionable expert advice on the topics of fitness, nutrition, health and sports for the men and women of South Florida. The magazine has assembled the most qualified team of advisors, contributors and South Florida residents at the top of their game led by its Editor-In-Chief, Marta Montenegro. Among the 15 qualified team of advisors and contributors are Dr. Richard Lopez, Associate Professor and Director of Florida International University's programs in exercise and sports sciences; Lisa Dorfman, Sports Nutritionist for the University of Miami since 2003, she is also a personal nutritionist for many professional athletes, including those in the NFL, MLB, PGA, USTA, and boxing; Dr. Keith Hechtman, a founding partner for UHZ Sports Medicine Institute and an orthopedic surgeon at Doctors Hospital; and Charles Platkin, "The Diet Detective," a nationally recognized local nutrition and public health advocate.

SOBeFIT aims at empowering readers with practical and relevant content in four core areas:

- **Fitness** – *SOBeFIT* will be home to the most effective and innovative workout techniques aimed at helping readers attain a healthier body and mind;
- **Nutrition** – the magazine will feature the very latest on the nutritional front, advising readers on how to understand and balance their food intake and consume nutritionally balanced diets;

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- **Health** – the magazine will focus on the essence of well-being backed by information that relies on the most relevant national and regional studies, as well as the opinions of highly qualified physicians, medical specialists and researchers in a wide variety of fields;
- **Sports** – *SOBeFIT* will thoroughly cover the wide variety of athletic disciplines that can be practiced in the South Florida region, providing exclusive in-depth advice on how to become more proficient at them.

SOBeFIT is strategically distributed among high-profile gyms, hospitals, doctor's offices, malls, restaurants, high-end grocery stores and colleges along with newsstand sales and subscriptions reaching over 115,000 readers. For subscription information, log on to www.sobefitmagazine.com.

About MPG Publishing

SOBeFIT is the first title from MPG Publishing. Our parent company is ABA Capital Group, an investment holding firm formed in Spain in 2008. However, the company began in 1990 when Venezuelan entrepreneur, Enrique Auvert, and three other partners launched ABA Mercado de Capitales, the first broker dealer in western Venezuela. After promoting its first mutual fund in 1992, ABA shifted its focus towards investment banking with a market emphasis on private equity acquisitions. The early years of the current decade saw ABA concentrating its growth strategy on the acquisition of companies in the financial, oil, cattle and ranching, construction and capital goods sectors. By 2005, the group initiated an expansion outside of Venezuela upon becoming majority stockholder in Asesorías e Inversiones, a broker dealer in Colombia. That same year, ABA promoted ABA Global Fund SPC, a Cayman Islands private equity fund. Since then, the fund has been the vehicle for the group's expansion in the United States, Panama, Colombia, Dominican Republic, Barbados and British Virgin Islands.

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