

MONTENEGROMETHOD.COM

21 MINUTES / 21 DAYS

TO A LONG, LEAN, ATHLETIC BODY

EFFICIENT WORKOUT. MAXIMUM RESULTS. SOUTH BEACH STYLE.

Press Kit

MEDIA CONTACT

Public Relations: e-mail press@montenegromethod.com

1201 Brickell Avenue, Suite 320; Miami, Florida 33131

Phone: 305.375.9595 x 227

A large, stylized handwritten signature in white ink, located in the bottom right corner of the page. The signature is fluid and cursive, appearing to read 'Pasta'.

INTRODUCING THE INNOVATIVE MONTENEGRO METHOD DVD SERIES: GUARANTEED TO GIVE YOU A LONG, LEAN ATHLETIC BODY IN JUST 21 DAYS

MIAMI – 21 minutes / 21 days to a long, lean, athletic body is the promise of MM Branding's premier in-home fitness release of The Montenegro Method (MM) DVD Series. The series includes three DVDs packed with high-intensity workouts that fuse fitness, sports and science and guarantees the most efficient workout to deliver maximum results, South Beach-style.

Miami-based exercise physiologist and fitness expert Marta Montenegro, who has owned and operated her own gym and spent many years working with and studying the methods of professional athletes, developed the Montenegro Method to get the body performing at its peak athletic potential. The Montenegro Method combines plyometrics and resistance exercises guaranteed to deliver the most efficient workout by building lean muscle and transforming the metabolism to burn more calories, even while at rest.

"I believe everyone can find their victory, maximize their personal achievements, transform their bodies and change their lives," says Marta, who found her victory through training and helping others. "After suffering the loss of my father, whose last words were 'find your victory,' I've devoted my entire life to fitness and health."

Marta, who is also the Founder, Publisher and Editor-In-Chief of the award-winning SOBeFIT Magazine, has always been inspired by athletes. While developing The MM DVD Series, she explored the highly efficient way athletes train to get their long, lean and athletic bodies. The MM DVD Series includes: (DVD 1) **Endurance BURN FAT**: three 21-minute high-calorie burning cardio / circuit training workouts; (DVD 2) **Strength GET TONED**: three 21-minute giant muscle-building workouts that reshape the core / upper body / legs; and (DVD 3) **Power ACCELERATE METABOLISM**: four 10-minute express workouts that increase endurance and build strength, agility and power, setting your body up to burn calories even while at rest. Exclusive bonus material includes healthy lifestyle tips from leading experts in the sports and fashion industries.

Paying homage to Marta's athletic inspirations, The MM DVD Series also features candid interviews and mini-workouts with three of Spain's finest professional tennis players: Fernando Verdasco, the second highest ranked Spanish tennis player who is consistently among the top 15 players in the world, demonstrates an upper body workout with Marta; Feliciano Lopez, two-time Davis Cup winner, engages in core exercises alongside Marta; and Carlos Moya, former world No. 1 and one of only four active tennis players to have won more than 500 ATP matches, performs lower-body exercises with Marta.

By fusing pro-sports techniques into each routine, Marta trains you like a pro-athlete. "I designed the series with the principles of overload and progression in mind — viewers can mix and match their workouts to avoid comfort zones in order to continue challenging themselves for long-term results," continues Marta. "My program allows anyone to see results, regardless of their fitness level. Beginner, intermediate or advanced, viewers will lose weight, gain muscle tone and strength, and have more energy."

The power of Marta's passion, knowledge, credentials and experience inspires viewers to perform and push harder to reach their own personal victories. The Montenegro Method DVD Series offers both Spanish and English options and retails at \$39.98. [For more information, visit www.montenegromethod.com.](http://www.montenegromethod.com)

MARTA MONTENEGRO

Marta Montenegro is a Venezuelan-born journalist, health and fitness expert, professor and Editor-in-Chief of SOBeFIT Magazine. Marta holds master's degrees in finance and exercise physiology. She has contributed to local and national media outlets on topics ranging from nutrition and diet to sports medicine and personal fitness. Her passion for wellness inspires her daily training sessions (done by 6:30 AM!), complete with running, boxing and weight training routine that rewards her with freedom, stress relief and strength.

MM BRANDING LLC

MM Branding LLC is a diversified global multimedia company with vested business interests in magazine publishing, videos, cosmetics, books and more. Founder Marta Montenegro has applied her background in finance, fitness and education to act as the leader and visionary behind MM Branding. She is also the Founder, Publisher and Editor-in-Chief of SOBeFIT Magazine, the first title under MM Branding. Aside from her professional training certifications, Marta holds two master's degree—one in finance and one in exercise physiology—and has contributed to local and national media outlets on topics ranging from nutrition and diet to sports, health and personal fitness. Marta is also an adjunct professor of Exercise Physiology at Florida International University, and is the author of Forget Dieting! Exercise and Learn to Eat. She has frequently contributed to both local and national media outlets, including well-known networks like CNN, NBC, ABC, CBS and Univision.



THE SPIRIT OF MARTA MONTENEGRO

A Venezuelan-born journalist, Marta Montenegro is the Founder, Publisher and Editor-in-Chief of the award-winning SOBeFIT Magazine. She holds two master's degrees—one in finance and one in exercise physiology—and is an adjunct professor at Florida International University, where she designed two new courses for the college. She is also a certified fitness trainer and a strength and conditioning coach. Her passion for wellness inspires her three-hour daily training sessions complete with running, boxing and weight training—a routine that rewards her with freedom, stress relief and strength. Her new goal? To encourage people to find their victory.

HEALTH / FITNESS

At age 18, Marta experienced the loss of her father and found comfort in exercise. “At the time [exercise] acted as an outlet for me to deal with my emotions and relieve stress.” After becoming certified as a fitness trainer and strength and conditioning coach, Marta opened her own gym in Venezuela and began incorporating dietary and health and fitness guidelines into customized wellness plans for patients with special medical needs. This prompted her to create programs like Fit Rx, Top Trainer and the Montenegro Method, which are featured in each issue of SOBeFIT Magazine.

JOURNALISM

Marta's journalism training began in 1998 while working at the Venezuelan newspaper Diario La Verdad. She reported on economic issues and served as assistant to the Press Chief at the Venezuelan Embassy in Washington, D.C. During her career as a journalist, she interviewed several high-profile personalities from the financial and political sectors. Today, Marta has assembled an editorial team with some of the most qualified advisors, writers and contributors to produce SOBeFIT Magazine, a national bi-monthly periodical covering fitness, health, sports and nutrition for men and women. Often approached with many questions on how to eat better, stay healthy and exercise, Marta developed a library of tips and recipes, and turned them into a book titled *Forget Dieting! Exercise and Learn to Eat*. This led to distinction and recognition by local and national media outlets, including well-known networks like CNN, NBC, CBS, ABC and Univision. Her latest venture is the Montenegro Method Fitness DVD Series featuring (6) 21-minute and (4) 10 minute exercise routines based on fitness, sports and science and showcases top professional athletes.

SOUTH FLORIDA CONNECTION

Marta created two iconic SOBeFIT Magazine events—the SOBeFIT 5K Run+Walk and Fitness Festival and The Fittest Person of the Year Contest, which is now open to contestants across the United States.

OVERVIEW OF MM DVD SERIES

The Montenegro Method (MM) DVD Series is a collection of three DVDs featuring six 21-minute high-intensity progressive circuit training routines and four 10-minute express workouts. The series guarantees the most efficient workout to deliver maximum results, South Beach-style. The routines are appropriate for all fitness levels and can be completed with or without equipment so anyone can work out like an athlete and feel like one, too.

The program focuses on building endurance, strength and power, resulting in more energy, a leaner, more toned body and the desire to live a healthier life.

THE MONTENEGRO METHOD

The Montenegro Method was created by Marta Montenegro and fuses fitness, sports and science in several cutting-edge workouts that redefine the body. Marta's complex training system combines plyometrics and resistance training in high-intensity routines that are based on the principles of overload and progression.

The Montenegro Method incorporates all aspects of a comprehensive training program, including endurance, strength, agility, power and flexibility. The workouts accelerate metabolism, prompting the body to keep burning calories long after each workout.

The secret to the Montenegro Method is in the post-workout metabolic response. When building lean muscle, more mitochondria are created in the body. The more mitochondria one has, the easier it is to lose weight, because over time, more calories will be burned by these cellular components. The high-intensity workout creates greater exercise post-oxygen consumption, allowing the body to continue burning calories even after working out.

CONTENT

The MM DVD Series allows users to mix and match the workout sessions on all three DVDs to create new workouts so the body avoids getting stuck in its comfort zone. The series uses a progressive approach to constantly challenge the body so you continue seeing results over the long term.

DVD 1 Endurance: BURN FAT

This DVD tackles the cardiovascular system and works on endurance. It delivers cardio exhaustion / fat depletion in three 21-minute high-calorie burn cardio and circuit training workouts that maximize calorie expenditure with complex moves that target more muscles at a time for a super efficient workout. Exercises include lunges, squats and planks, to name a few.

DVD 2 Strength: GET TONED

This DVD includes three 21-minute giant muscle-building workouts that focus on strength by taxing the powerhouse muscle fibers in the body. Powerful weight-training combinations will exhaust muscles, enhance metabolism to reshape, strengthen and tone the upper body, legs and core.

DVD 3 Power: ACCELERATE METABOLISM

This DVD includes four 10-minute high-intensity express workouts that fuse endurance, strength, agility and plyometric moves. Power up with push-ups, split jumps, squat jumps, rows, lunges and mountain climbers.

BONUS FEATURES

The MM DVD Series features secret training tips and mini-workouts with Marta and three world class professional tennis players — **Fernando Verdasco, Feliciano Lopez and Carlos Moya**. The DVDs also provide healthy lifestyle tips from leading experts in the sports and fashion industries (a Hollywood stylist, sports nutritionist and celebrity makeup artist), who show viewers how to look and dress your best, create easy energy foods, and get healthy and beautiful skin.

FEATURED ATHLETES

Marta has always been inspired by athletes, and while developing the MM DVD Series, she explored the highly efficient way they train to get long, lean and athletic bodies.

- **Fernando Verdasco** is the second highest ranked Spanish tennis player and is consistently among one of the top 15 players in the world; Fernando demonstrates an upper body workout with Marta.

- **Feliciano Lopez** is a two-time Davis Cup winner and Verdasco's doubles partner. In 2005, he was the first male Spanish tennis player to reach the quarterfinals of Wimbledon since 1972; Feliciano engages in core exercises alongside Marta.

- **Carlos Moya** is the former #1 tennis player in the world and one of only four active tennis players to have won more than 500 ATP matches; Carlos performs lower-body exercises with Marta.

ABOUT MARTA MONTENEGRO

Marta is a Venezuelan-born journalist, author, financial analyst, health and fitness expert, professor and Editor-In-Chief of the award-winning SOBeFIT Magazine. Marta holds master's degrees in finance and exercise physiology, and is a certified fitness trainer and strength and conditioning coach.

Years ago, Marta trained with a bodybuilder mentality, focusing on one muscle at a time in isolated movements. She soon realized that an overall fitness plan combining endurance, strength and power was very important and that just being strong doesn't necessarily help in day-to-day life. Using this philosophy, she became leaner, more toned and had more energy. She also used this same approach to personal training when operating her gym in Venezuela to help hundreds of women and men achieve their fitness goals. Now she has developed the Montenegro Method, a path to fitness that really works.

Marta currently acts as CEO of MM Branding, LLC, a multimedia company with an invested future in a multitude of branded properties including videos, books, clothing, cosmetics and nutritional products. Two of its current products are SOBeFIT Magazine and the Montenegro Method DVD Series.

Marta contributes to local and national media outlets on topics ranging from nutrition and diet to sports medicine and personal fitness. Her passion for wellness inspires her daily training sessions (done by 6:30 a.m.!), complete with running, boxing and weight training. Her goal? To encourage people to find their victory. Her warmth and exuberance, along with a fearless drive, inspire everyone she touches, and are the core of the Montenegro Method DVD Series.

DEMOGRAPHICS

The MM DVD Series targets women and men (ages 25–49) who want to train like an athlete to get a long, lean, athletic body.

FITNESS LEVEL

Regardless of one's fitness level, the body must be challenged every 3-4 weeks to see changes. The Montenegro Method lets viewers combine the 10 routines on the 3 DVD's in many different variations to ensure that the intensity can always be increased in each workout.

PRICE / HOW TO ORDER

The MM DVD Series is available for purchase on www.montenegromethod.com.

Customers have the option of purchasing each MM DVD individually or the complete MM DVD Series (3 DVDs). Each DVD is priced at \$14.98 and the MM DVD Series retails for \$39.98. For a copy of The Montenegro Method DVD Series, e-mail press@montenegromethod.com.

LANGUAGES

The MM DVD Series offers both Spanish and English options on each of the three DVDs.

CONTACT INFORMATION

Public Relations: e-mail press@montenegromethod.com
1201 Brickell Avenue, Suite 320; Miami, Florida 33131;
Phone: 305.375.9595 x 227

THE MM PROMISE:
21 MINUTES / 21 DAYS
TO A LONG, LEAN, ATHLETIC BODY
EFFICIENT WORKOUT. MAXIMUM RESULTS. SOUTH BEACH STYLE.