



SOBeFIT MAGAZINE **COMPANY BACKGROUND**

MIAMI – SOBeFIT Magazine, the first title from MM Branding, is funded by ABA Capital Group – an investment holding firm founded in 1990 with interests in the United States, Panama, Colombia, Dominican Republic, Barbados, British Virgin Islands and Venezuela. The bimonthly magazine's premier issue was unveiled in November/December 2008 and provides news and advice on fitness, nutrition, health and sports, with a personal, strong and committed editor that supports and believes in the achievement of excellence through small steps. The magazine's vision is to build a community that inspires and empowers men and women to make a commitment to themselves to achieve their personal best — with authenticity, discipline and resilience.

Founder/Publisher/Editor-In-Chief Marta Montenegro has assembled the most qualified team of advisors, contributors and industry-leading visionaries at the top of their game who, along with SOBeFIT Magazine's remarkable editorial team, provide expertise and creativity to empower readers with practical and relevant material. Some notable contributors include Dr. Michael Ozner, Dr. Leslie Baumann, former NBA Pro Alonzo Mourning, "The Diet Detective," Dr. Charles Stuart Platkin and former All-Pro Miami Dolphins Linebacker John Offerdahl.

The Founder of MM Branding, Marta Montenegro, holds two master's degrees — one in Finance and one in Exercise Physiology — and is a certified fitness trainer and strength and conditioning coach. The magazine Publisher is also an Adjunct Professor of Exercise Physiology at Florida International University, and has authored a book titled *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 and Univision.

SOBeFIT Magazine is strategically distributed among high-profile gyms, hospitals, doctor's offices, malls, restaurants, high-end grocery stores, airports and colleges reaching a BPA-audited circulation of more than 50,000 copies. Including event distribution and newsstand sales, the magazine is read by over 157,000 people nationwide. SOBeFIT is the winner of 2008 Fame Award for "Best Launch Party" and winner of five 2009 Charlie Awards including "Best Service Feature," "Best Department," "Best Illustration," "Best In-Depth Reporting," and "Best Feature Design," and a Silver Award for "Best New Magazine." To learn more about the contents of SOBeFIT, visit www.sobefitmagazine.com.

~MM Branding~

MM Branding is a global multimedia company that encompasses different areas of business with an invested future in videos, cosmetics, books and more. Marta Montenegro has applied her strong background of 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 a Master's Degree 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 medicine and personal fitness. To learn more information, visit www.sobefitmagazine.com

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