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SOBeFIT MAGAZINE ANNOUNCES ITS FIRST ANNUAL FITTEST PERSON OF THE YEAR CONTEST

GRAND PRIZE WINNERS WILL RECEIVE A PROFESSIONAL COVER SHOOT TO BE FEATURED
IN SOBeFIT's NOV/DEC 2009 ISSUE

South Florida's fittest and healthiest man and woman will receive over \$65,000 in prizes including a professional cover shoot, an original sculpture custom designed exclusively for SOBeFIT by world-renowned South Florida artist Romero Britto and more

MIAMI – (February 6, 2009)– SOBeFIT, the first publication dedicated exclusively to providing expert advice on fitness, nutrition, health and sports for the men and women of South Florida, is on the search for the fittest and healthiest man and woman. From now through May 18 local fitness and health enthusiasts will have the opportunity to win the prestigious title by registering online at www.sobefitmagazine.com. Grand prize winners will receive over \$65,000 in prizes including a professional cover shoot to be featured in SOBeFIT's Nov/Dec 2009 issue and an original sculpture custom designed exclusively for SOBeFIT by Romero Britto.

"We are incredibly optimistic about the SOBeFIT Fittest Person of the Year contest and the effect it will have on the South Florida community. This contest is open to individuals across all fitness and health disciplines including trainers, dancers, yoga instructors, tennis players, cyclers, runners and more," said Marta Montenegro, Publisher and Editor-In-Chief. "Recognizing individuals who are dedicated to a healthy lifestyle is our way of inspiring and motivating South Floridians to create a more active community. Our goal is to establish the SOBeFIT Fittest Person of the Year contest as the most influential and prestigious one of its kind in the region."

Contestants will be judged on their fitness, nutrition, health, and sports habits, as well as their community involvement. Fitness, nutrition and health experts alongside professionals on top of their game will be involved in the selection process to ensure the highest standards. SOBeFIT readers will also have a say in who wins the prestigious title as they will vote for the finalists that most inspire an active lifestyle. The annual contest is one of the many ways through which SOBeFIT is committed to building an even healthier and more active South Florida.

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New to the region, *SOBeFIT* has experienced great success with its premier issue, which launched in early January. National and local supporters of the magazine include NBA star Alonzo Mourning, who will be contributing to the magazine with a column titled, *From A to Zo*, international fitness icon, Daisy Fuentes and Miami Dolphins' running back, Ronnie Brown among several others. World renowned South Florida artist Romero Britto has also taken interest in *SOBeFIT*. The Fittest Person of the Year winners will each receive an original sculpture custom designed by Britto himself.

"I'm thrilled at the opportunity to continue my involvement with the South Florida community through *SOBeFIT* and its initiatives to create a healthier and more active lifestyle," said Britto. I'm looking forward to honoring the winners of this contest with a one-of-a-kind creation set to inspire more South Floridians to celebrate the *SOBeFIT* lifestyle."

The *SOBeFIT* Fittest Person of the Year winners will be formally announced at an awards gala to be held on October 29, 2009 at Britto Central. The contest's winners will be announced to the public online on November 4, 2009.

SOBeFIT Fittest Person of the Year Contest Judging Process

Phase I Judging:

- All entries will be judged by a panel composed of *SOBeFIT*'s Sponsor's Board of Directors, Editorial Advisory Board and select Contributors. The judges will narrow all entries to the top 12 semifinalists (six male and six female)
- The 12 selected semifinalists will be featured in the July/August 2009 issue of *SOBeFIT*

Phase II Judging:

- The judges' panel will narrow the 12 semifinalists to a total of six finalists (three male and three female). The six finalists will be announced on September 2, 2009 based on their fitness, nutrition, health, sports habits as well as their community involvement.

Phase III Judging:

- *SOBeFIT* readers will have the opportunity to vote for their preferred fittest man and woman candidates online from September 2, 2009 to September 23, 2009. The winners will be notified by e-mail, telephone and/or mail at the end of September 2009.

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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;
- **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.

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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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