



channel 5  
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**SOBeFIT MAGAZINE AND PLUM TV MIAMI BEACH LAUNCH HEALTH & FITNESS SERIES: THE MONTENEGRO METHOD**

*~Short episodes highlighting practical advice from SOBeFIT Editor-In-Chief Marta Montenegro~*

**MIAMI, July 20, 2009** – On July 18<sup>th</sup>, 2009, Plum TV Miami Beach launched a series of episodes titled the *Montenegro Method*, a new concept introduced by SOBeFIT Magazine's Founder, Publisher and Editor-In-Chief Marta Montenegro. The *Montenegro Method* airs once a week on Plum TV's flagship program titled *The Juice*, which features various "movers and shakers" dishing on the latest in Miami gossip, events, and lifestyle.

"We decided to choose storylines that fit into SOBeFIT Magazine's core topics of fitness, nutrition, health and sports," stated SOBeFIT Magazine Founder, Publisher and Editor-In-Chief Marta Montenegro. "The *Montenegro Method* gives practical advice and tips on how to better your best moves and push yourself a little bit harder to reach that goal. We are tackling all sorts of every day FAQ's such as how to choose the best running shoe or what skin care regimen to use."

The *Montenegro Method* is Plum's latest health/fitness-focused series, and those with Atlantic Broadband cable can tune to channel 5 on Fridays at 3 p.m., as well as catch repeats throughout the week. Each episode is two minutes in length and filmed in different locations throughout Miami.

"We are really excited to introduce this new component of health and fitness on Plum TV's flagship program *The Juice*," stated Marketing Manager Megan Harris. "Miami is a very glamorous city and everyone wants to look and feel good. The *Montenegro Method* will fit perfectly in with our other programs."

Plum TV channel 5 is dedicated to providing its viewers with opinionated fresh perspectives on community centric topics. The *Montenegro Method* airs every Friday beginning July 17<sup>th</sup>, 2009. Each episode contains original content that may also be found in SOBeFIT Magazine. For more information on *The Montenegro Method*, visit [www.sobefitmagazine.com](http://www.sobefitmagazine.com) and view the Plum TV schedule at [www.plumtv.com/miami\\_schedule.html](http://www.plumtv.com/miami_schedule.html).

**~SOBeFIT Magazine~**

SOBeFIT Magazine, the first title from MPG Publishing, 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. SOBeFIT is a bi-monthly publication launched in January/February 2009 that caters to active, affluent, educated men and women who lead a fit lifestyle. The magazine acts as the discerning source for expert advice and insight on fitness, nutrition, health and sports, and each issue contains professional, original and actionable content that informs and encourages readers in a positive and practical way. Founder, Publisher and 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.

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. Visit [www.sobefitmagazine.com](http://www.sobefitmagazine.com) for more information.

**~Plum TV Network~**

The Plum TV network is 24/7 television on local basic cable and online for America's most beautiful and treasured communities. These beaches and mountain resorts are the places America's affluent go to rejuvenate. And Plum makes dedicated local programming that reflects the authentic interests, passions and lifestyle of the people who love to spend time there. From the farmstands and vineyards of the east coast to the mountain air and rivers of the rockies – Plum makes the programming which daily and weekly enhances the experience of the casual visitor, year round resident and long time second home owner. And with our programming partners, like Art Basel in Miami Beach, the Aspen Institute in Miami, Polo in Bridgehampton and Palm Beach, Plum's network of channels reflects the balance of social, philanthropic and cultural activities in each place and brings the best of all our communities to each of the others. Visit [www.plumtv.com/miami](http://www.plumtv.com/miami) for more information.

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