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MPG PUBLISHING ANNOUNCES THE LAUNCH OF SOBeFIT MAGAZINE

FIRST PUBLICATION TO OFFER EXPERT ADVICE ON FITNESS, NUTRITION, HEALTH AND SPORTS FOR THE MEN AND WOMEN OF SOUTH FLORIDA

Alonzo Mourning and SOBeFIT Editor-In-Chief, Marta Montenegro to Unveil Magazine's Cover at the SOBeFIT Magazine Launch Event at the Four Seasons Hotel Brickell

MIAMI – (October 14, 2008)– MPG Publishing announces the launch of *SOBeFIT*, the first publication dedicated exclusively to providing expert advice on fitness, nutrition, health and sports for the men and women of South Florida. The premier issue will hit newsstands December 24th, 2008 and will be published six times a year.

The first *SOBeFIT* cover will be unveiled at the launch event on October 14th, 2008 at 7p.m. by NBA star Alonzo Mourning at the Four Seasons Hotel in Brickell and will be emceed by Dr. Sean Kenniff, CBS4 and My33's Health Specialist. MPG Publishing Corp. will present Alonzo Mourning with a check for \$25,000 to benefit Alonzo Mourning Charities.

"*SOBeFIT* is proud to be launching the first magazine that celebrates South Florida's world renowned healthy living lifestyle," said Marta Montenegro, Publisher and Editor-In-Chief. "We want *SOBeFIT* to move men and women to not only go for that brisk walk or make that quick and healthy meal, but to also feel moved to join a community that is committed to building a healthier and more active South Florida."

The *SOBeFIT* content reflects the entire region's commitment to a lifestyle that focuses on taking care of the body and mind, achieving a balanced state of well-being and a higher quality of life. *SOBeFIT* aims at empowering readers with practical and relevant content in four core areas:

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- **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 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 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. In addition, Alonzo Mourning will contribute to the magazine with an insightful column titled, *From A to Zo*.

The presence of Mourning in both the event and the cover of *SOBeFIT*'s launch issue is an extension of that "team-oriented" approach to the title's editorial formula. "Alonzo embodies the spirit of Miami. He has long been known as a resilient, hard-working professional who practices what he preaches in terms of living a healthy life and sharing that experience with those around him, so he turned into a natural cover subject and contributor," states Montenegro.

The magazine provides collectible 'on the go' exercises, healthy recipes and nutritional advice for both men and women that can be removed from the magazine and be utilized at home or at the gym. Original sections include *Body Shop Express*, showing readers proper form and technique while working out; *Fit Gourmet*, a gastronomical and nutritional tour of Florida's favorite restaurants; *LoCal Flavor*, where *SOBeFIT* analyzes South Florida's favorite local dishes and then deconstructs the recipes to come up with healthier, smarter alternatives that can be prepared in minutes; *From A to Zo*, Alonzo Mourning shares his insight on developing a truly

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health-conscious community; *Coach's Corner*, top coaches from South Florida offer expert advice on their sport; *Time Bandits*, a column devoted to the latest anti-aging techniques and procedures; and *Menu Mates*, where Charles Platkin, "The Diet Detective," explores the best foods for him and for her when they are both trying to achieve a common objective.

SOBeFIT will also launch a series of events throughout the year including the SOBeFIT 5K Run+Walk Fitness Festival and The Fittest Person of the Year Contest.

The magazine will be 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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