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FOR IMMEDIATE RELEASE

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Myrtle Beach Chosen to Kick Off NBC's 5K and One Mile Biggest Loser Challenge

Biggest Loser trainer Bob Harper and other past contestants to participate in inaugural event on September 25

MYRTLE BEACH, S.C. – The City of Myrtle Beach and the Myrtle Beach Area Chamber of Commerce along with Continental Event and Sports Management Group today announced that Myrtle Beach has been chosen to kick off NBC's inaugural Biggest Loser Event Challenge, powered by Active.com on Saturday, September 25, 2010. The Biggest Loser Event Challenge is a series of nationwide 5K and one mile events designed to inspire Americans of all fitness levels to get moving with others. The series will kick off in Myrtle Beach with 16 more events to be announced for 2011. The event will be filmed by NBC for a two hour Biggest Loser special to be aired in November.

"Millions of Americans watch The Biggest Loser from their homes each week and come away with a desire to get more fit," explained Bob Harper, professional trainer and coach on The Biggest Loser. "The Biggest Loser Event Challenge is about transforming lives by taking the first step towards getting a friend, family member, co-worker or yourself on the path to a healthier lifestyle. Even if you've never run a step in your life, we want you to come and do something you never thought possible. Our theme, don't compete, just complete!"

The Myrtle Beach 5K will start at 8:00 a.m. on Ocean Boulevard between 8th and 9th Avenues North and run south along Ocean Boulevard through Family Kingdom Amusement Park with the finish line on the brand new Myrtle Beach boardwalk between 8th and 9th Avenues North. The one mile challenge starts at 8:30 a.m. and will be a shorter version of the same start and finish pattern. The Biggest Loser's popular trainer Bob Harper and other past contestants of the reality show will be on hand after the challenge for meet and greets. All participants will receive a Biggest Loser Event Challenge t-shirt and finisher medal. The first 1,000 participants will also receive a race-day gift from Brita Water Filters. In addition, the Myrtle Beach Area Chamber of Commerce will host a free Fall Fitness Festival and Expo open to the public following the event activities until 7:00 p.m.

"We are thrilled to be chosen as the inaugural host city to kick off this new event series," said Mayor John Rhodes, City of Myrtle Beach. "The Biggest Loser is an inspiring series that encourages a healthy way of life and Myrtle Beach is a perfect fit because of our active lifestyle and recreational opportunities."

Active.com, a division of The Active Network, Inc. will provide online registration and create training plans for the Biggest Loser Event Challenge series and will work with the event producers, Continental Events and Sports Management Group, LLC. The cost for registration is \$25. For more information on the event and to register, go to www.visitmyrtlebeach.com.

The Myrtle Beach Area Chamber of Commerce/CVB will lead the local and regional promotion and marketing efforts for the Myrtle Beach Biggest Loser Challenge.

"To host an event of this magnitude in the September shoulder season is a great boost for tourism to the entire Grand Strand," said Brad Dean, President and CEO of the Myrtle Beach Area Chamber of Commerce. "The national exposure that will be garnered from NBC is an exciting plus for the area."

Editorial Note: Photos from the press conference and logos are available upon request.

About Active.com

Active.com, a media property of The Active Network, Inc., is the leading online community for people who want to discover, learn about, share, register for and ultimately participate in activities about which they are passionate. Millions of active individuals visit Active.com each month to search and register online for races, team sports and recreational activities; interact with others who have similar interests; start online training programs; and access nutrition, fitness and training tips.

About Continental Event and Sports Management Group LLC. Continental Event and Sports Management Group LLC is a company formed to produce world-class running events. Robert Pozo, Founder and President of Continental has over 14 years of experience in the race production industry providing unparalleled events to participants and their host communities. Aside from being an athlete himself, Robert is one of the founders and held the position of Race Director of the ING Miami Marathon since its inception in 2003. He has also served as Executive Race Director of the ING Georgia Marathon, the Chicago Half Marathon and the 13.1 Marathon Series.

About "The Biggest Loser" on NBC

The first reality series where everybody "loses," "The Biggest Loser" challenges and encourages overweight contestants to shed pounds in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of \$250,000. Hosted by Alison Sweeney ("Days of our Lives"), the series provides the contestants with challenges, temptations, weigh-ins and eliminations until the final contestant remains to claim the title of "the biggest loser." Each team works out under the supervision of professional trainers Jillian Michaels and Bob Harper. "The Biggest Loser" is a production of Reveille LLC, 25/7 Productions and 3 Ball Productions.

Beyond the U.S. where more than 100 episodes of the show have aired, "The Biggest Loser" has become a worldwide hit appearing in more than 90 countries and produced in 25 countries. Since its debut in 2004, "The Biggest Loser" has grown to become a standalone health and lifestyle brand by developing tools and products inspired by the show and approved by its doctors and experts. Anchored by the online, subscription-based extension of the show, Biggestloserclub.com, *The Biggest Loser Meal Plan*, *The New York Times* best-selling books series, best-selling fitness DVD series, a line of appliances, fitness equipment, protein supplements and countless other health and lifestyle based products, The Biggest Loser consumer products program has generated over \$50 million in spending with presence at more than 25,000 major retailers to date. The Biggest Loser was recognized as a top brand of the year in Advertising Age's 2008 Marketing 50. Check out www.biggestloser.com for more information.

About The Myrtle Beach Area Chamber of Commerce

Since 1938 the Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. The U.S. Chamber of Commerce has awarded the MBACC its five-star accreditation, one of only several chambers in South Carolina to earn this distinction. The MBACC serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach and Pawleys Island. For more information, visit MyrtleBeachAreaChamber.com.

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