

Fitness Magazine and Multi Grain Cheerios Team Up to Help Consumers Get Fit

Cereal Boxes to Feature Fitness Branding, Access to Free Weight-Loss Plan

New York, NY (January 18, 2012)—FITNESS Magazine and Multi Grain Cheerios® cereal have joined together for a special weight-loss plan to help consumers reach their weight-loss goals. The FITNESS weight-loss and workout plan along with recipes and motivational tips will be promoted on at least 7.5 million Multi Grain cereal boxes in stores nationwide.

Starting on January 1, 2012 and running through June 30, 2012, boxes specially marked with the FITNESS logo will contain a code that gives consumers access to a customized Multi Grain Cheerios website <http://www.MultiGrainCheerios.com/Fitness> where they can receive the free weight-loss plan.

The online weight-loss plan consists of:

- Two 4-week workouts created by FITNESS advisory board member Joe Dowdell, founder of Peak Performance gym in New York City and author of *Ultimate You: A 4-Phase Total Body Makeover for Women Who Want Maximum Results*
- Videos of each workout move
- A cardio plan to burn calories
- Quick, easy and great-tasting recipes for the 4-week program. Consumers can choose from a variety of mix-and-match meals and snacks, developed by frequent FITNESS contributor and Senior Culinary Nutritionist Natalia Hancock, R.D. for a total of 1,500 calories a day.
- Motivation tips and techniques to help consumers reach their get-fit goals

The online weight-loss plan also links to www.fitnessmagazine.com and offers users a discounted offer to subscribe to FITNESS Magazine.

In addition, Meredith Video Studios is producing a series of custom videos for Multi Grain Cheerios following three girlfriends as they achieve their weight-loss and fitness goals. The video kicking-off the program will air on The Better Show in early 2012. For more information and the show schedule please go to www.bettertv.com.

"Everyone knows breakfast is the most important meal of the day and we're excited to partner with Multi Grain Cheerios to help people not only eat healthy, but live healthy. This unique program gives people tools they need to help reach their weight loss and fitness goals for 2012," says Betty Wong, editor-in-chief of FITNESS.

For additional information, log on to www.fitnessmagazine.com

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About FITNESS magazine

Launched in 1992, FITNESS magazine is a leading source for all the latest news on health, nutrition and exercise. The magazine and its partner website, fitnessmagazine.com are devoted delivering strategies and tools that help women make little changes to achieve big success. With a you-can-do-it attitude, our workouts, health and beauty advice, diet plans and success stories motivate readers to get strong in mind, body, and spirit. The magazine empowers women to embrace fitness as a lifestyle—not an age or dress size—and to change the conversation from "skinny" to "healthy." FITNESS is published 10 times a year by Meredith Corporation [NYSE: MDP], with a rate base of 1.5 million and an audience of 7.4 million readers. For more information, please visit www.fitnessmagazine.com.

About Cheerios

Cheerios, America's No. 1 cereal franchise, debuted in 1941 as Cheerioats. The nation's first ready-to-eat oat cereal has since become one of the most trusted and recognized brands in America. In fact, one of every eight boxes of cereal sold in America is a box of Cheerios. General Mills' popular franchise includes Cheerios, Honey Nut Cheerios, Multi Grain Cheerios, Frosted Cheerios, Apple Cinnamon Cheerios, Fruity Cheerios, Cheerios Crunch, Yogurt Burst Cheerios, Banana Nut Cheerios, Cinnamon Burst Cheerios, Chocolate Cheerios, Dulce de Leche Cheerios and Multi Grain Cheerios Peanut Butter. For more information, go to www.cheerios.com.

About General Mills

One of the world's leading food companies, General Mills operates in more than 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Yoplait, Cascadian Farm, Muir Glen, and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2011 global net sales of US \$16.1 billion, including the company's \$1.2 billion proportionate share of joint venture net sales.

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