



Bluefin Media Launches ExtremeFitness.com, Online Destination for Healthy Living, Fitness
Provides Opportunity for Brands to Connect with Health-Conscious Consumers

Perrysburg, OH, March 18, 2013 – Bluefin Media, a leader in digital media and content creation, today announced the launch of ExtremeFitness.com (XF), an online site tailored to educate and engage consumers of all fitness levels on how to live a healthier lifestyle. Through the customized and targeted content created by Bluefin Media, XF delivers a unique opportunity for brands to reach a large audience passionate about healthy nutrition and fitness.

“We’ve created a media property that provides brands with a platform to share health and fitness tips, products and services with those committed to healthy lifestyles,” said Brad Mandell, CEO of Bluefin Media. “Produced by Bluefin Media, XF’s original content will feature experts that will challenge readers to rethink their beliefs about fitness and nutrition and continually revisit the site for more interactive tips, programs and advice.”

XF will include expert advice from “Team Extreme,” ten experts specializing in a diverse range of fitness and nutritional areas. Bluefin Media will produce exclusive video content with Team Extreme, highlighting novel step-by-step workout videos, fitness advice and tips for beginners through advanced fitness enthusiasts that will help redefine extreme.

Additionally, with the site’s free “Find a Program” feature, visitors can receive a customized workout and nutrition program from Team Extreme. Visitors will have access to several videos tailored to their fitness goals and a calendar outlining a proposed exercise schedule. For nutrition tips, the site’s “Ask the Expert” forum offers users the chance to receive expert advice on their pressing health and wellness questions.

“XF is for the everyday consumer – from the beginner to the workout fanatic – looking to find their own extreme,” said Mandell. “We are excited to create a site that will have relevant, all-inclusive content, providing marketers with an avenue to reach consumers and meet their advertising goals.”

About Bluefin Media

[Bluefin Media](http://BluefinMedia.com) is a leading lifestyle and digital media company that creates engaging and empowering video content for brands delivered through some of the most highly visited media properties in the world. With offices in New York, Los Angeles, Madrid and Perrysburg, Ohio, Bluefin Media partners with high-profile, trusted brands to develop content for readers and employs its SEO and SEM expertise to help achieve clients’ advertising goals. Ranked among the top 25 companies on the Internet by Quantcast, Bluefin Media publishes its original content on media properties, including [GossipCenter](http://GossipCenter.com), [DIY Fashion](http://DIYFashion.com), [DIY Food](http://DIYFood.com) and [Extreme Fitness](http://ExtremeFitness.com), reach more than 50 million unique global visitors each month. Visit www.BluefinMedia.com for more information.

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