

MEDIA ALERT

FOR IMMEDIATE RELEASE

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Dancercise Kids Extends Sponsorship Of East Tonka Little League

Minnesota dance and fitness company sponsors local baseball league for kids

Minnetonka, Minnesota—January 27th, 2009 – Dancercise Kids, a leading provider of fitness and dance activities for young children, today announced that it has extended its sponsorship of the Rookie League for East Tonka Little League for another season.

Dancercise Kids' sponsorship supports the running of the league and the Bennett Park baseball field. Kids on every team in the rookie league will sport a Dancercise Kids logo on their shirt sleeves.

"We're very proud to be able to continue our association with the local Little League in our home town," said Tessa Pfeifer, Founder and Chief Executive Officer of Dancercise Kids. "Any activity that encourages kids to get up and move, and to engage in our national pastime, is worth supporting. It's also been our experience that kids who have been involved in the creative arts like dancing or musical theater have developed the self-confidence, balance and awareness to be able to participate fully in team sports."

Bennett Family Park, home of East Tonka Little League, provides facilities for baseball and softball activities for boys and girls of all ages and skill levels. "We are very pleased to have the continuing support of Dancercise Kids for the league and for Bennett Park." said Wendy Gabler, ETLLE Operations Director. "It means so much for us to have the support of local organizations, especially those involved in helping our kids stay active and healthy."

Dancercise Kids is located at the intersection of Minnetonka Boulevard and County Road 101 in Minnetonka. In addition to non-competitive dance classes for kids aged 2 to 12, Dancercise Kids also offers birthday parties, camps and a Friday Fun Club (aka Parents' Night Out). More information can be found at www.dancercise.com.

Dancercise Kids provides music, dance programs and DVDs that help boys and girls aged 2 to 8 to develop balance, motor skills, confidence and an appreciation of physical fitness. Through its unique curriculum that educates through movement, Dancercise Kids **helps kids build strong minds and happy hearts.**

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