

OUR STORY

A Mother and Fitness Expert's Solution for Busy Lives and Sedentary Kids

KidLifting creator, Maren Sederquist, knows how hard it is to fit exercise into your day when you're the parent of a toddler. As a mom and a health and fitness expert, Maren developed a way to work out with your kid that will get you fit while you both have fun. While Maren teaches you proper form and safety, Maren's daughter Katie pulls your kid in and shows them how much fun exercise can be. Not only will you be a good influence on your kid, but they will motivate you by asking you to work out with them over and over again!

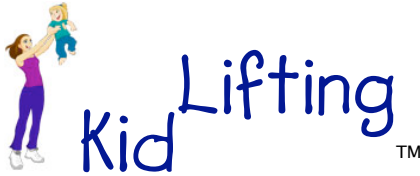
"If you're a working mom you want to spend every second you're not at work with your kids. If you're a stay-at-home mom, you're busy with your kids' activities and it's hard to find time to do good things for yourself" says Sederquist. "I've played both roles, and found I needed to figure out a way to get my workouts in with my daughter. Cardio workouts were easy, since I could put Katie in the stroller and go for a run, or even just dance to music or chase Katie around the house. Getting my strength workouts in was more of a challenge, so I developed an strength exercise program that I could do with my daughter!"

The media has made us acutely aware that adults in our nation are more obese than ever and that we need to do something about it. With rising incidence of diabetes, heart disease and other complications of obesity, along with rising health care costs, it's an epidemic we can't ignore. However, with all the attention it gets, we have yet to reverse the trend. Prevention has typically been a hard sell for a country that doesn't do well with gratification delay. Maren hopes the dramatic increase in childhood obesity will finally propel others along with her to make a change.

The CDC National Center for Health Statistics shows the percentage of children and teens that are obese has tripled over the last 2 decades. We may not have enough of a sense of mortality to take care of ourselves, but we want the best for our kids. Hopefully this will finally spark us to do something for the future of our kids, and as a result will benefit ourselves as well!

OUR MISSION

KidLifting Production's mission is to put an end to childhood obesity (and therefore adult obesity) by helping parents with their responsibility to set a good example, provide opportunity for fun activity and incorporate exercise into daily life.



TESTIMONIALS

"I loved that my son wanted to join in and do it too. He keeps playing it over and over! Moms complain that they struggle to find time to exercise because of their children, but this DVD gives them no excuses!"

-Nicci Austin, RN and mom to 2 1/3 year-old Oliver and 5 month-old Timothy

"Very professional, easy to follow instructions, excellent demonstration of technique, FUN, with kid, quick to do, thorough. KidLifting is a great way to bond with your kid and lots of fun! Good specifics on body mechanics. Short and attainable in a busy day. Fun with kid while staying in shape!"

-Jamie Wallach, MD, Pediatrician/entrepreneur and mom to Adam: 3 and 3/4, and Naomi and Nathan: 15 months

"It's a quick form of exercise for Mom(s) and even Dad(s) who can't get to the gym on a regular basis, plus it's a great way to interact with your child(ren). My husband enjoyed getting a quick workout with his daughter. Sierra enjoyed the music and dancing with the DVD."

-Karen Picht, Homemaker and mom to Ashley 16, AJ 13, Sierra 2 3/4, Samantha 10 mos.

"I would recommend this to my friends because the exercises are quite easy to do in your own home and don't require lots of space. Also, it's a nice way of getting in some exercise without having to give up on quality mommy time with your toddler. The exercises are simple and very doable. Really love the concept. Like that the video really tries to keep the child engaged too!"

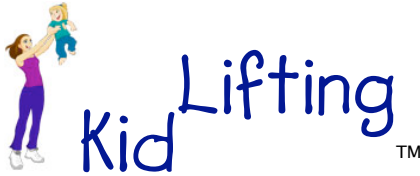
-Ivy Chen, Attorney and mom to Ethan Matsubayashi, 22 months old.

"KidLifting shows that they can be in their own living room, engaging with their child and exercising all at the same time, instead of just watching TV together! I like the different ideas for exercising with your kid and like that you incorporate fun games like "Over the Mama" ."

-Shirley Goings, Independent jewelry consultant and mom to Aubrey, 2 1/2 years old.

"I love the simplicity of the exercises and the fact you do not have to do the whole routine each time, especially when your kids are not cooperating!"

-Kim Rott, Lab assistant and mom to Zackary 3, and Alyssa 9 months.



TESTIMONIALS CONTINUED

"I love the concept of working out with your child! What a great idea! Moms can exercise with their child instead of while they are napping or getting someone to watch them while they go to the gym."

-Richelle Griffin, Mom to Tyler 2 (turning 3 in Sept.) and Cole 11 months.

"You can do it whenever you (and your kid) like, without setting up lots of equipment!"

-Erika Ricketts, Mom to grown kids Mark & Steve, who used a 10# sack of rice for the workout!

"KidLifting is a great time saver for working out with your child. A great option for when you're traveling and can't get to a gym, or when you are too busy to get to a gym. I really like the concept of being able to get in the strength portion of a workout with my child instead of having to try to do it when he naps. My son loved it all and wanted to do it again. His favorite moves were kid swing, hug squats, bridge, over mama, and raspberry curls. Of course he really liked watching Katie and copying what she was doing."

-Sherry Heller, Mom to Jared - 5.5 years, Kyle - 3 years, Zachary - 2 months

"I liked how practical it seemed to be to do with an active child. I also liked that it was a free form in the sense that you work with the child and not try to force them to do a certain goal. Easy to work into a mom's life with a little toddler."

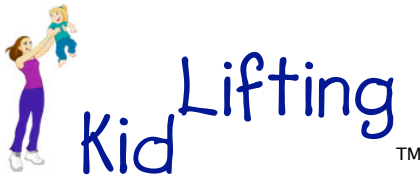
-Patti Boor, Stay at home mom with Mollie - almost 3, and Allison - almost 4 mos.

"Maren's integrity, hard work, devotion to her clients, and most of all, her skill and knowledge are surpassed by few in our industry."

-Neal Spruce, President & CEO, Apex Fitness, Inc.

"Maren is a truly gifted trainer and educator who is a walking encyclopedia for health and fitness. I've had the honor of working with her and her exceptional clients since the fall of 2005. "

-Jim Jensen, Owner of Fit for Life



TESTIMONIALS CONTINUED

"It is a quick workout, that breaks out a sweat even just doing one set. It also allows for chasing your kid throughout.... and I think will inspire Sophie to work out with me too. My daughter's favorite parts of the DVD were the chase scenes, and the times when they were on all fours. All in all I was surprised I could get her to play along! I am looking forward to using this at least three times this week. I think my little one will get the idea about the fun of movement and exercise. Of course she adds her favorite songs to the exercises too!!!!"

-Maxine Chicoine-Bagoye, Stay at home mom for now, Sophie is 31 months.

"Fun to watch. Easy to follow. My husband and I are going to create a boot camp for ourselves twice per week using this DVD. I have many friends who are moms who want to exercise, but feel like taking care of their babies creates an obstacle... This offers encouragement and a great solution! Someone should contact Oprah Winfrey and Mothering Magazine about this, because it helps address a world-wide issue for moms who think that they can't exercise because it's just one more thing on their list that they can never get to."

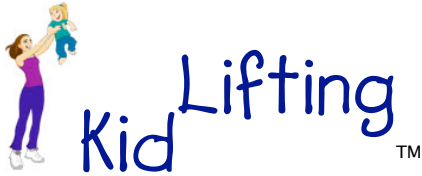
-Mindy Weck, Stay at home mom/Massage Instructor, Maya, 15 mos.

"It is realistic, fun, and once you go through it, it is easy to integrate into the daily grind. Even if you aren't in front of the video, you can do bits and parts while playing with the kids. Gets you extra workout if you have to give each kid their 'turn'!! Augie loved parts of it too!"

-Katie Elbring, Mom to Augie, 2 years old.

"Maren has always displayed an intense passion for health and fitness, and utilizes her broad knowledge of anatomy and physiology with her vast practical experience in working one on one with clients. Perhaps her most impressive quality is demonstrated by the unique ability she has to positively inspire the people she works with to strive for change. I am very enthusiastic about referring patients to Maren for rehabilitation, strength, and endurance training."

-Timothy Flynn, DC



TESTIMONIALS CONTINUED

"By the time I saw Maren I couldn't even bend over to brush my teeth or put on my shoes. Within a week of following Maren's instructions the pain went away, and four years later I'm still pain free! I am so thankful for Maren's expertise, and continue to utilize the tools she taught me on a daily basis."

-Michelle Darby, Yoga Instructor

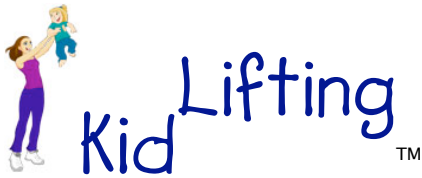
"In a crowded field of trainers and gyms, one person stands head and shoulders above the rest, and I have tried most of them. Maren is the very, very best! She truly changed my life. Her commitment, and devotion to her clients and her profession is amazing. Any fitness trainer can be good while they are with you; but a really great trainer is one who motivates you to perform and continue on your own."

-Kathleen M. Haney, manager

"While pushing her clients to improve their physical strength and fitness, Maren is sensitive to a person's individual differences and how one's body is responding without being patronizing. She is exceptionally knowledgeable about the human body and her area of expertise."

-Marcella Christoff, Realtor

All testimonials used by permission.



COMPANY FACT SHEET

OVERVIEW

Formed in 2006, KidLifting Productions produces and distributes KidLifting, a captivating, entertaining and educational strength workout DVD for parents of toddlers. The mission of KidLifting Productions is to make the benefits of exercise accessible to all children and parents, so parents can get in shape and influence their kids to lead a healthy lifestyle. Currently available for purchase are the KidLifting DVD and eBook for Parents and Toddlers (1-3 year olds).

KidLifting DVDs for older and younger kids are in production. Check www.kidlifting.com for updated information.

For additional information and to watch a clip of the video, please visit www.kidlifting.com.

COMMUNITY OUTREACH

KidLifting Productions will be leading workouts for parents of toddlers in parks in the Silicon Valley area. Please visit www.kidlifting.com for a schedule of events.



COMPANY FACT SHEET CONTINUED

CEO & PRESIDENT , Maren Sederquist, MES, CSCS, CPT

Maren is the creator and on-camera performer for the KidLifting series. Maren is mom to Katie Ricketts (3 years old) and Colin Ricketts (3 months old). She is an internationally recognized fitness expert and owner of HealthFIT, a personal training and fitness consulting firm serving the Silicon Valley. "Helping you fit health & fitness into your life." She is the publisher of HealthFIT News, a monthly newsletter devoted to keeping its readers fit for health and wellness. Subscription information, as well as past articles and tips, can be found online at www.healthfitonline.com or by writing to Maren.

Maren is a certified Medical Exercise Specialist as well as a Strength and Conditioning Coach and Personal Trainer. She's helped healthy individuals, as well as those with injuries and illnesses achieve their health and fitness goals for 18 years. Maren specializes in clients who have medical concerns that need extra attention in program design. Her experience with new moms and those with back pain give her excellent qualifications for creating a program with special attention to the posture carrying a kid often creates.

Maren loves running, biking and lifting weights. She used to participate in various other adventurous outdoor activities, but now spends most of her outdoor time in parks playing with Katie!

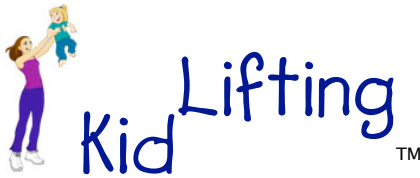
Maren created KidLifting as a solution for getting her own strength workouts in. She wanted a way to exercise with Katie that would keep Katie engaged, and show her that exercising is fun and a part of daily life. She knows that taking care of herself is important for her ability to take the best care of Katie she can, and that she needs to keep up her strength to keep up with Katie as she grows!

Katie Sederquist Ricketts

Katie is the daughter of Maren Sederquist and Maren's husband Steve Ricketts. She was born October 11, 2003, and was 2 years and 3 months old at the time of filming.

Katie's favorite exercises are squats, burpees, and pushups. She goes with her mom to one or two client workouts a day, and assists in showing clients how to do exercises. Sometimes she even has a suggestion of an exercise to do herself!

Katie is an excellent climber, and she can't wait to go rock climbing. She runs races with her mom and dad on weekends, riding in her jogging stroller until she gets antsy. Then she gets out and runs alongside the stroller until she gets tired and wants a ride again. In March 2006, she ran over a mile of the 10K!



PRODUCT FACT SHEET

KidLifting Productions is developing a series of workouts designed to get parents in shape while they play with their kids, in hopes that kids will adopt a healthy lifestyle from the good example their parents set.

THE KIDLIFTING FOR PARENTS AND TODDLERS DVD

3 Different Ways to Use The KidLifting DVD

- * 15 Minute Total Body Workout (including warm up and cool down)
- * Multiple Circuits for 30 or 45 Minute Workouts
- * Incorporate the Exercises Into Your Day.

3 Different Tracks

- * Workout with Rock 'n' Roll Nursery Rhyme Soundtrack
- * Workout with Soundtrack and Interactions Between Maren & Katie
- * Separate Detailed Instruction Track

Extra Features

- * Safely Lifting Your Kid (Save your back by learning safe lifting techniques you can use every day.)
- * Interview With KidLifting Creator, Maren Sederquist, MES, CSCS, CPT

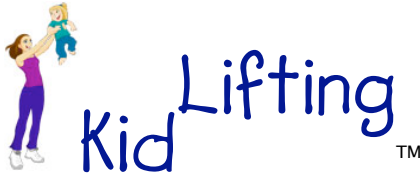
FREE Bonuses

- * How to Lift Your Kid Without Hurting Your Back
- * Ideas for Encouraging Your Kid to Exercise With You
- * How to Lift Your Kid to Higher Nutrition
- * How to Lift Your Kid to Higher Self-Esteem

Scene Times

- * Introduction :41
- * Before You Start 1:56
- * Instructions With Workout 23:22
- * Workout With Soundtrack and Interactions with Katie 15:22
- * Workout With Soundtrack Only 15:22
- * Safely Lifting Your Kid 1:25
- * Interview With KidLifting Creator 5:53

The KidLifting for Parents and Toddlers DVD costs \$19.95 plus shipping and can be ordered through the web site www.kidlifting.com or by calling 1-877-LIFT-KID (1-877-543-8543), toll-free.



PRODUCT FACT SHEET CONTINUED

THE KIDLIFTING FOR PARENTS AND TODDLERS EBOOK

As either a companion to the KidLifting for Parents and Toddlers DVD or by itself, the KidLifting eBook helps you learn proper form for when you do the exercises with the DVD, or reminds you what to do when you work out without the DVD.

- * See proper positioning with multiple photos of each exercise.
- * Ingrain proper form with detailed instructions.
- * Learn how to adjust exercises to match your level of fitness.
- * Find out what muscles you're working for each exercise.
- * Use the instructions for exercise time away from the video!

BONUS REPORT INCLUDED: Save your back, and learn what you need to pay attention to in order to lift your kid safely on a daily basis!

The KidLifting for Parents and Toddlers eBook costs \$9.95 and can be ordered through the web site www.kidlifting.com.

MORE KIDLIFTING

KidLifting Workouts for Parents of younger and older kids are in development.

Details will be released on the website www.kidlifting.com.