

SIT AND BE FIT

With Mary Ann Wilson, RN



SEASON 11

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SIT AND BE FIT

PO Box 8033

Spokane, WA

99203-0033

509-448-9438

www.sitandbefit.org

SIT^{AND}_{BE} FIT Works!

I have been exercising with you 2-3 times a week and when I am not home I have recorded your program to do later. I am 95 years young and find that doing the exercises with you has kept me mobile and able to work around the house, in the garden, and travel.

Viewer,
Floramind Dillford

My daughter is drawn to the gentle tone of your voice and the beautiful music you play. You are on right before another PBS program she loves. She heard your voice, loved your face...she was hooked. Now we turn on the TV so not to miss you!

Viewer, Mary Price

If my husband ever comes up missing, I know I'll find him at the KSPS studio looking for Mary Ann! Her program has helped him so much with range of motion, strength and balance. He very much looks forward to the SIT AND BE FIT program every day. Thanks for being such a wonderful asset to our lives.

Viewers, Patti & Clinton Piper

Mary Ann is wonderful! She has inspired many of my patients to exercise when they thought they were too elderly, injured or in too much pain. I think her programs are much more appreciated than we can even imagine!

Lynn Kohlmeier, MD
Spokane Osteoporosis Center

SIT AND BE FIT OVERVIEW

TESTIMONIALS & OVERVIEW

| | |
|-------------------|---|
| Program Title: | SIT AND BE FIT 1100 Series, Brain Fitness & Safe Driving |
| Producer/Host: | Mary Ann Wilson, RN |
| Length: | 10 half-hour shows |
| Category: | How to-, Health and Fitness |
| Release Date: | November 13, 2009 |
| Distributed By: | NETA |
| Description: | <p>SIT AND BE FIT is a popular exercise series designed to make exercise fun, easy and safe for people of all ages. Programs focus on therapeutic exercises that make everyday activities easier to perform, including core strengthening, balance work, stretching and relaxation. Host, Mary Ann Wilson, RN, designs programs with physical therapists, using creative choreography and a diverse selection of music. Her warmth and encouragement effectively reaches out to people of all fitness levels and ages. She is especially loved by older adult viewers, children, and those managing chronic conditions, physical limitations or sedentary lifestyles.</p> |
| Website: | www.sitandbefit.org |
| Feed Info: | Monday-Friday, beginning November 13, 2009, 0900-0930ET/HD04 NOLA CODE: SBTF1100H1 |
| Closed Captioned: | Yes |
| Contact: | Cary Balzer, KSPS-TV, 1-800-735-2377; Gretchen Paukert, SABF, 509-448-9438 |
| Video/DVD: | <p>For information on DVDs, videos and audiotapes, including specialty videos for chronic conditions such as arthritis, or for a complimentary copy of the SIT AND BE FIT newsletter, please write: SIT AND BE FIT, P.O. Box 8033, Spokane, WA 99203 or call (509)448-9438 or visit us on our website at www.sitandbefit.org.</p> |
| Broadcast Rights: | <p>Unlimited broadcast rights and school rights for two years and non-commercial cable. Royalty free to NETA members and subscribers upon notification of intent to carry. Contact Cary Balzer at (509) 354-7744.</p> |
| Target Audience: | <p>SIT AND BE FIT specifically targets adults 55 years plus, and anyone needing slow gentle movements.</p> |

SIT^{AND}_{BE} FIT

EPISODE SUMMARY

NEW SERIES THEMES

Brain Fitness
Safe Driving

#1101 Safe Driving Skills

Mary Ann combines a number of exercises to sharpen driving skills by working the brain, eyes and hand/eye coordination.

#1102 Brain Fitness

Mary Ann uses a variety of exercises to stimulate the brain including body tapping, visual tactile stimulation, and reaction time drills.

#1103 Perceptual Motor Timing

Learn how to use rhythm to keep different processing areas of the brain sharp by practicing special exercise combinations.

#1104 Strengthen Brain Processing Areas

Integrating exercises from Neuronet exercise specialist, Sandra Dearman, Mary Ann shares exercises that strengthen pathways between different processing areas of the brain.

#1105 Perceptual Motor Fitness

This workout combines a variety of exercises that will encourage perceptual motor fitness for the purpose of strengthening communication between body and brain.

#1106 Balance For Body and Brain

Mary Ann incorporates body patting and other exercises that help strengthen balance and stimulate the body and mind.

#1107 Coordination Exercises For Safe Driving

This upbeat program combines exercises for driving, coordination, balance and brain function set to a lively variety of music.

#1108 Improve Reaction Time For Safe Driving

Mary Ann practices seated reaction time and peripheral vision exercises using a lemon! A variety of finger exercises are also demonstrated.

#1109 Strengthen Your Brain

A towel is used to assist with breathing exercises while new balance and eye exercises are introduced to challenge the vestibular system.

#1110 Improving Coordination

Mary Ann integrates small and large balls into this workout encouraging viewers to develop their balance and coordination skills.

SIT^{AND} BE FIT ABOUT US

EFFECTIVE

Safe exercises that improve viewer's health and wellness.

MOTIVATING

Mary Ann inspires viewers to exercise! They consider her their exercise partner.

FUN

Using a variety of music along with rehabilitative movements, Mary Ann makes every routine enjoyable.



Our Mission

SIT AND BE FIT is committed to improving the quality of life for aging adults, physically limited individuals and those managing chronic conditions. Through medically-based, safe and effective exercises, SIT AND BE FIT actively promotes functional fitness, independence, and healing.



SIT AND BE FIT is a non-profit organization that produces North America's award-winning health and fitness TV series, *SIT AND BE FIT*. The program, hosted by creator Mary Ann Wilson, RN, has been airing since 1987 on PBS stations nationwide. SIT AND BE FIT is currently broadcast to over 66 million U.S. households annually.

SIT AND BE FIT AWARDS

2009

© BEST OF SPOKANE AWARD

2009

NATIONAL HEALTH INFORMATION
RESOURCE CENTER

© MERIT AWARD: *TOTAL HEALTH
INFORMATION PROGRAM*

2009

NATIONAL MATURE MEDIA AWARD
© MERIT AWARD

2008

NATIONAL HEALTH INFORMATION
RESOURCE CENTER

© BRONZE AWARD: *ARTHRITIS WORKOUT*

2006

NATIONAL HEALTH INFORMATION
RESOURCE CENTER

© MERIT AWARD: *FIBROMYALGIA WORKOUT*
© MERIT AWARD: *OSTEOPOROSIS II
WORKOUT*

2005

NATIONAL MATURE MEDIA AWARD
© BRONZE AWARD

BALANCE & FALL PREVENTION WORKOUT

2002

FREDDIE AWARD

© FINALIST

SENIOR FRIENDS FOCUS ON FITNESS

1997

NATIONAL HEALTH INFORMATION

© GOLD AWARD: *ALL-SITTING VIDEO*
© GOLD AWARD: *TONE & STRETCH IV*

1997

FITNESS EDUCATORS OF
OLDER ADULTS ASSOCIATION

© FITNESS EDUCATOR OF THE YEAR

1997

THE AMERICAN SOCIETY ON AGING
© SMALL BUSINESS OF THE YEAR AWARD

2007

NATIONAL MATURE MEDIA AWARDS
© MERIT AWARD: *DIABETES WORKOUT*

2006

NATIONAL MATURE MEDIA AWARDS
© MERIT AWARD: *FIBROMYALGIA WORKOUT*

2005

NATIONAL HEALTH INFORMATION
RESOURCE CENTER
© GOLD AWARD
BALANCE & FALL PREVENTION WORKOUT

2003

TODAY'S CAREGIVER MAGAZINE
© CAREGIVER FRIENDLY AWARD
CAREGIVER'S GUIDE TO EXERCISE

2001

NATIONAL MATURE MEDIA AWARD
© BRONZE AWARD
ALL AMERICAN WORKOUT VIDEO

1998

HEALTH PROMOTION INSTITUTE OF THE
NATIONAL COUNCIL ON AGING
© BEST PRACTICES AWARD

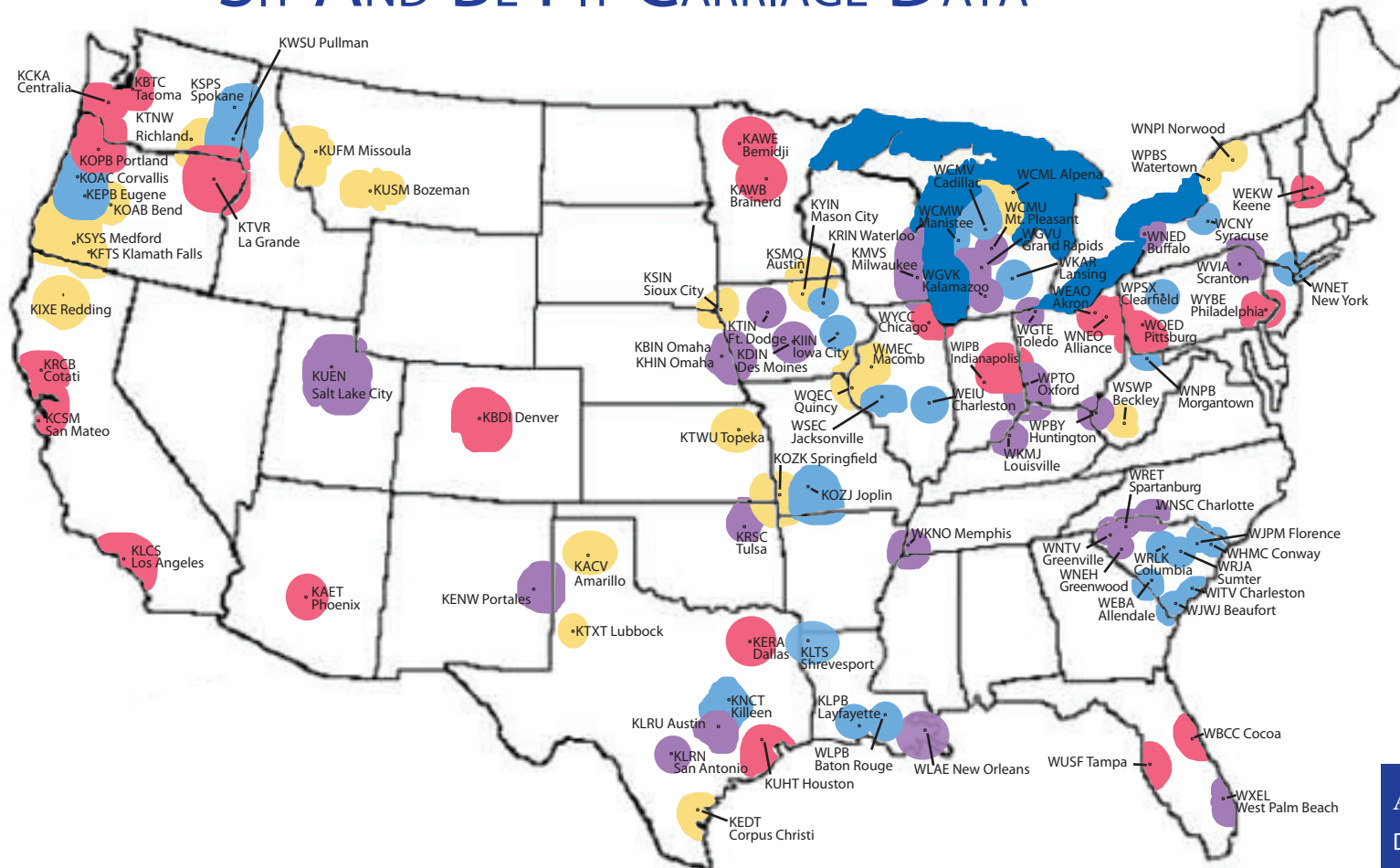
1997

CONSUMERS DIGEST
© "BEST BUY" RECOGNITION OF
EXCELLENCE
AWARDED TO SIT AND BE FIT VIDEOTAPES

1996

PARENTS' CHOICE FOUNDATION
© PARENTS' CHOICE HONORS
KIDS' WORKOUT VIDEO

SIT AND BE FIT CARRIAGE DATA



Markets Airing SIT AND BE FIT

- 1-25 Top 25 DMAs
- 26-75 Size 26-75 DMAs
- 76-125 Size 76-125 DMAs
- 126-208 Size 126-208 DMAs

DMA- Designated Market Area as defined by Neilsen Media Research.

Demographic Breakdown of DMAs

| Class | Men | Women | Total |
|-------------|------------|------------|-------------|
| TV HH's* | | | 66,872,550 |
| Person's 2+ | | | 171,543,000 |
| Kids (2-5) | | | 9,676,000 |
| Kids (6-11) | | | 14,649,000 |
| 25-54 | 36,652,000 | 37,422,000 | 74,074,000 |
| 50+ | 24,745,000 | 28,966,000 | 53,711,000 |

*HH's- Households

SIT AND BE FIT Carriage Summary

| Detail | Count | US % |
|----------|--------|------|
| Airings | 31,300 | 59% |
| Stations | 221 | -- |
| States | 33 | 66% |
| DMAs | 91 | 43% |

Airings

DMA Coverage

| | |
|----------|-----|
| Top 25 | 68% |
| 26-50 | 56% |
| 51-100 | 44% |
| Over 101 | 27% |

Time Zones

| | |
|----------|-----|
| Eastern | 39% |
| Central | 28% |
| Mountain | 5% |
| Pacific | 26% |
| Other | 2% |

SIT^{AND} BE FIT SEASON 11



Mary Ann
uses a
chair,
towel,
weights,
and a ball
to show us
that exercise can
be fun and effective at the same time!

SIT ^{AND} BE FIT

MEET OUR 1100 SERIES SPONSOR



Keep Driving®

Maintaining Freedom and Independence

www.keepdriving.com

About our Sponsor

Keep Driving is a company dedicated to helping older drivers to drive safely as they age and to maintain their freedom and independence.

An important component in maintaining a healthy and happy lifestyle is the ability to be mobile. To be able to take care of yourself; go to the doctor's office, the grocery store, visit friends and family, and to do what you want to do.

One of the fears of an aging population is the fear of losing one's drivers licenses and along with it freedom and independence. When that happens the impact is felt by the entire family and it can be devastating, especially to the ex-driver who is now dependant on others for basic transportation..

The Keep Driving Program was developed by bringing together top people in their respective fields of senior mobility, senior nutrition and cognitive health.

The impediments to driving as we age were identified and programs were developed to address each of the issues that keep senior citizens from driving as safely as desired.

By regularly utilizing the tools available to Keep Driving our users can stay more active, eat healthier; keep that mental edge and Keep Driving. Not only does Keep Driving help people drive more safely, it improves the overall quality of the user's life in almost every aspect.



LSIT *and be* FIT

with Mary Ann Wilson TM

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SIT AND BE FIT BIOGRAPHY

MARY ANN WILSON, RN

Executive Director, Creator/Host of *SIT AND BE FIT*



Mary Ann Wilson began her career as a registered nurse, specializing in geriatrics and post-polio rehabilitation. In 1985, while teaching aerobics to older adults, Mary Ann noticed a high incidence of injury and attrition among her students. In response, she designed a gentle program tailored to their special needs. As students began reporting marked improvement in their physical and mental health, Mary Ann became convinced that there was a need for this type of exercise program on a national level. With persistence, she convinced the PBS station, KSPS-TV, to produce *SIT AND BE FIT*. In 1987 the first series of 30 programs was distributed nationally to PBS stations. The program was an instant success, and today, twenty years later, *SIT AND BE FIT* remains a feature “how-to” program on public television.

Mary Ann is the creator and host of 260 nationally syndicated television episodes and 27 workout products. She continues to teach fitness classes at local retirement communities and uses feedback from her students, as well as ongoing research, to continually update the *SIT AND BE FIT* television series. Mary Ann has authored several health and fitness publications, and has been featured as a guest columnist in health and aging newspapers and magazines. She also educates healthcare professionals, caregivers, and hospital personnel at national and international health conferences.

PROFESSIONAL BACKGROUND & AFFILIATIONS

Registered Nurse

Executive Producer/Host, *SIT AND BE FIT* television series

Executive Director/Founder, SIT AND BE FIT non-profit organization

Nationally certified by ACE (American Council on Exercise)

Member, ASA (American Society on Aging)

Member, NCOA (National Council on Aging)

Member, SFA (American Senior Fitness Association) National Advisory Board

Member, FEOAA (Fitness Educators Of Active Adults)

Member, IDEA (International Dance Exercise Association)

Presenter, Washington State Association of Activity Professionals, 2002

Presenter, University of Washington Medical Center, 2000, 2001

Presenter, IDEA Conventions, 1987, 1988, 1989, 1991, 1995, 1996

Presenter, ASA Conferences, 1995, 1996, 1997

Presenter, 1st International Conference, Prevention: The Key Health for Life, 1994

Presenter, 4th International Congress on Physical Activity, Aging and Sports, Heidelberg, Germany, 1996