



JUANITA N. - LOST 92.5 LBS / 44.3% BODY WEIGHT
SEASON 4 OVERALL CHAMPION



WHAT I VALUE MOST FROM THE BE-A-LOSER PROGRAM IS NOT WHAT I HAVE LOST, BUT RATHER WHAT I HAVE GAINED. I HAVE GAINED THE KNOWLEDGE I NEED TO EAT HEALTHIER, THE FORM I NEED TO BECOME STRONGER, THE EXPERIENCE I NEED TO PUT TOGETHER AN AWESOME WORKOUT, THE DETERMINATION I NEED TO ACHIEVE NEW MILESTONES AND THE FRIENDS I NEED BY MY SIDE TO CHALLENGE ME AND FOR ME TO CHALLENGE BACK.

- STANLEY MOREIRA

STANLEY M. - LOST 113.5 LBS / 36% BODY WEIGHT
3RD PLACE OVERALL, SEASON 4



ROSE A. - LOST 64.5 LBS / 30.6% BODY WEIGHT
5TH PLACE OVERALL, SEASON 4

SPONSORED IN PART BY:



Mean Steaks, Nice People.



THE LOSERS
ARE BACK!



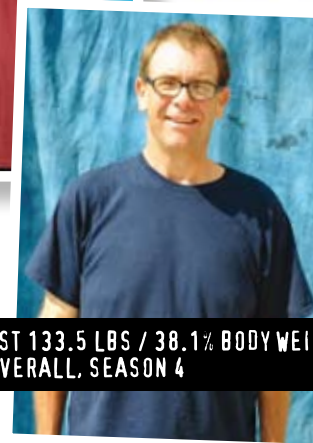
SEASON FIVE

DO YOU HAVE WHAT IT TAKES
TO BE THE BIGGEST LOSER?
FIND OUT IN SEASON 5 OF
OUR 24-WEEK COMPETITION.
YOU COULD WIN
\$2,000 CASH IF YOU DO!



WANT TO TRANSFORM YOUR BODY, YOUR HEALTH & ULTIMATELY YOUR LIFE?

'BE A LOSER: SEASON 5' COULD BE JUST THE TICKET FOR YOU!



PAUL D. - LOST 133.5 LBS / 38.1% BODY WEIGHT
2ND PLACE OVERALL, SEASON 4

For 24 weeks, ten chosen participants from each AFF location will compete in an attempt to see who can make the biggest change in overall health. Two teams of five participants at each location will meet three times each week for supervised workout sessions with a certified personal trainer. Teams will also meet outside of the gym to learn how to incorporate healthy habits into shopping, cooking, dining-out & recreational activities. You'll also have the opportunity to meet with our Sports Nutritionist for a metabolic screening and personalized nutrition consultation.

At the end of the six months a winning individual from each club will be determined, as well as the overall top ten losers, and the overall Be A Loser Champion. Winners will be determined based on the average loss of scale weight over the 24-week period. Other assessments used to track progress:

- Body fat percentage
- Circumference measurements
- Strength & flexibility tests
- Blood pressure & heart rate analysis

"Be A Loser 5" is a paid participation program. Not everyone is eligible. 'Be A Loser 5' is designed for our members who are looking for the motivation and inspiration necessary to make dramatic changes in their health and appearance. Information sessions with your fitness director and BAL trainers will help determine whether this program is right for you. Contact your club for dates & times. Interviews for participation will be scheduled after each information session.

EACH PARTICIPANT RECEIVES & COMMITS TO:

- exercising 3/week with Personal Trainer & team
- (4) outdoor exercise activities
- (1) private metabolic screening
- (1) private nutrition session
- (1) team nutrition seminar
- (1) restaurant outing
- (1) grocery store shopping lesson
- (1) healthy cooking class
- fitness assessments every 6-weeks

Winning individuals at each location will receive three months of free membership, PT discounts & an AFF Prize-Pack. The individual Biggest Loser overall receives a \$2,000 cash prize!

LOOK FOR DATES & TIMES FOR OUR INFORMATION SESSIONS & SCHEDULE YOUR INTERVIEW. YOU MIGHT HAVE WHAT IT TAKES TO BE A LOSER!

SS	Karen Mock	804330-3400 kmock@amfamfit.com
NS	Brandon Hepler	804261-1000 bhepler@amfamfit.com
WE	Jay Tate	804364-1200 jtate@amfamfit.com
CH	Jaime Rolfe	804520-7000 jrolfe@amfamfit.com
MV	Bob Jameson	804569-1600 bjameson@amfamfit.com
SC	Mills Bradshaw	804763-1111 mbradshaw@amfamfit.com
FB	Trish Blackwell	540898-6111 tblackwell@amfamfit.com

REGISTRATION DEADLINE IS SUNDAY JANUARY 31, 2010