



Mambo Mania® by Clarita

Fact Sheet

Mission Statement:

Clarita is dedicated to educating and transforming people's lives into their PERSONAL BEST through the power of Latin music and movement. The *Mambo Mania* fitness series and its accompanying products are designed specifically to support such a movement.

Company and Product Background:

Clara Bassett, owner/founder of the Los Angeles-based company Personal Best Enterprises, Inc. created the *Clarita* brand to infuse the power of Latin music and movement into her new line of health and fitness products and programs.

A 30-year veteran in the fitness industry, *Clarita* has a solid background in program development and choreography, as well as an impressive list of high-profile clients such as Dosho Design (the creators of Bowflex®), Kathy Smith Lifestyles, Body by Jake, Guthy-Renker and American Telecast Corporation. Her experience and expertise makes her an established fitness expert with an extensive background in sales and marketing.

The first two releases in the *Mambo Mania* DVD series are: 1) *The Original Mambo Mania*—a 30-minute cardio workout introducing audiences to four traditional Latin dance moves: the Cha Cha, Mambo, Merengue and Salsa—and 2) *Flex'n Stretch'n Pump'n Mambo Mania*—a comprehensive, 60-minute full-body workout incorporating muscle conditioning, yoga/Pilates and Latin cardio moves. The entire *Mambo Mania* series is led and choreographed by Clarita.

Clarita Products:

The Original Mambo Mania — *sizzle the fat away with hot Latin moves*

A 30-minute cardio workout packed full of traditional Latin music and moves, teaching audiences basic Cha Cha, Mambo, Merengue and Salsa steps. *Clarita* uses a classic aerobic format in this bilingual workout, leaving audiences ready for the dance floor and, *sí*, able to count *hasta 8 en español!*

Flex'n Stretch'n Pump'n Mambo Mania — *flex'n condition your muscles, stretch'n create flexibility, pump'n strengthen your heart*

This new *Mambo Mania* workout is a comprehensive, 60-minute full-body conditioning program that incorporates strength training, yoga/Pilates and Latin dance moves. Pulsating and upbeat contemporary music keeps audiences motivated and coming back for more!

Clarita's Caloric Cure — *The Meal Plan*

A step-by-step written guide with accompanying audio CD, accountability and motivational tools that together provides a metabolic solution for healthy weight loss.

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