



## **Company Backgrounder**

Clara Bassett, owner/founder of Personal Best Enterprises, Inc., created the Clarita brand to develop programs and products that promote fitness and good health. The Los Angeles-based company is dedicated to educating and transforming people's lives into their PERSONAL BEST - through the power of Latin music and movement. With the introduction of the Mambo Mania™ DVD series and Clarita's Metabolic Cure meal plan, the company plans to inspire a healthy lifestyle for men, women and children all over the world.

Clara has a solid background in program development and choreography, is a 30-year veteran in the fitness industry and has an impressive list of high-profile clients such as Dosho Design Inc., creator of Bowflex®, Kathy Smith Lifestyles, Body by Jake, Guthey-Renker and American Telecast Corporation. As founder and CEO of Personal Best Enterprises, Inc., Clara is an established fitness expert with an extensive sales and marketing background.

Clarita's Original Mambo Mania™ is a 30-minute bilingual, cardio workout designed to introduce fun, basic, traditional Latin music and movement. The New Mambo Mania, "The Series" launches the first DVD, Flex'n Stretch'n Pump'n Mambo Mania, a 50-minute comprehensive, full body workout that includes muscle conditioning, Yoga/Pilates and cardio. Each Mambo Mania workout is choreographed and led by Clarita and incorporates classic Latin dance moves – such as the Cha Cha, Mambo, Merengue and Salsa.

[www.clarabassett.net](http://www.clarabassett.net)  
[www.mambomania.net](http://www.mambomania.net)  
[www.personalbestenterprises.com](http://www.personalbestenterprises.com)