

SHAPE UP FOR THE HOLIDAYS **FREE TWO-WEEK PASS TO GOLD'S GYM INSIDE**



MS. FITNESS

Fitness Lifestyle for Today's Active Women

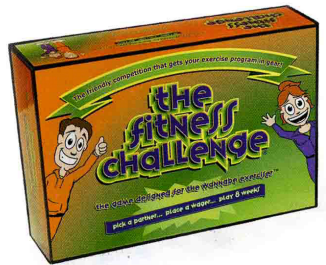
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What's NEW?

What's NEW? Holiday Gift Guide

A GIFT THAT KEEPS GIVING



Say goodbye to common excuses for not exercising with The Fitness Challenge! The Fitness Challenge is an eight-week exercise program packaged in the form of a colorful and fun game and is perfect for anyone who wants to get fit. This revolutionary exercise program does what no pedometer, health club or piece of exercise equipment can—it gives people the much-needed motivation to exercise.

The object of The Fitness Challenge is for two people of any age or fitness level to challenge each other to participate in and complete an eight-week exercise program. Based on the buddy system, The Fitness Challenge succeeds where other programs fail by having a partner hold you accountable. The chance to win the wagers provides the motivation to exercise and creates a friendly competition between spouses, friends, co-workers and kids. A scoreboard hangs in daily view and lets players see how they're doing against their competition.

The Fitness Challenge, \$29.95, is available nationally at all Border's Bookstores and online at Amazon.com, drugstore.com, Target.com, and Walmart.com. One dollar from the sale of every game goes to The Fitness Challenge Foundation, a non-profit organization whose mission is to promote health and wellness, medical research, and family and child welfare. www.fitnesschallenge.com