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**CHERYL BURKE OF “DANCING WITH THE STARS” JOINS FORCES WITH  
TIME LIFE TO CREATE WORKOUT SERIES “DISCO ABS”**

*Burke embarks upon press tour in New York this week to promote 3DVD set, available  
for purchase this Friday, February 6th*

FAIRFAX, VA—Time Life, the leading direct-marketer of entertainment products, has teamed up with Cheryl Burke of “Dancing With the Stars,” to create a new fitness program, “Disco Abs” where viewers can shimmy to the biggest dance hits of the ‘70s while shedding unwanted pounds. Later this week, “Dancing” star Cheryl will begin a 2-day press tour of appearances and interviews to promote the new workout collection, available to the public on Friday.

Burke will appear live on ABC’s *Good Morning America* on Thursday, followed by an interview on *ABC Radio*, and an additional live interview on *ABC News Now* in the afternoon. On Friday, Burke will appear live on the CW New York and tape interviews with *Westwood One Radio* and *Fox N’ Friends*. The tour culminates with Burke appearing on the *Rachel Ray Show*, tentatively airing on Monday 2/23. Burke will speak about the new collection in-depth with Rachel Ray, and share her workout secrets with the audience. Each member of the audience will be given the first volume of the 3-DVD set, appropriately titled “That’s the Way I Like it Abs.”

Burke hopes that her enthusiasm about the product will translate not only to Rachel Ray’s audience, but to viewers at home as well: “I created ‘Disco Abs’ so everyone could have as much fun getting in shape as I do. This collection will change the way people think about exercise.”

Disco Abs is a complete fitness program, combining 30-minute cardio workouts with targeted problem- area exercises. The high-energy series features workouts led by Cheryl Burke and choreographed to the tunes of The Village People, Earth Wind & Fire, and KC & the Sunshine Band, among others.

Disco Abs will be released this Friday, February 6<sup>th</sup> via a national television campaign and Time Life’s website, [www.timelife.com](http://www.timelife.com).

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About Time Life

Headquartered in Fairfax, VA, Direct Holdings Americas Inc.’s history began in 1961 as Time Life, a direct marketing division of Time Inc., specializing in music and books.

The business has been operated as a separate company since the mid-1970s when it relocated to Virginia, and has since grown to become one of the world's largest direct marketers of audio and video products throughout North America, Europe and Australia. The Company has set the standard in the direct response industry by pioneering direct marketing techniques and building one of the most trusted and recognized brands in commerce. Time Life now also sells its products through major traditional and non-traditional retailers around the world as well as via the Internet. The Company was sold in 2003 to private investors. Time Life and the Time Life logo are registered trademarks of Time Warner Inc. and affiliated companies, used under license by Direct Holdings Americas Inc., which is not affiliated with Time Warner Inc. or Time Inc.

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