

FOR IMMEDIATE RELEASE
January 29, 2007

OC's Largest Fitness, Health & Wellness Expo Launches into the Stratosphere

Orange County-ites, come to the largest FREE Fitness, Health, and Wellness Consumer Expo, October 13-14, 2007 at the Orange County Fairgrounds and Exposition Center. Anyone may attend, from the absolute couch potato to the hardest fitness enthusiast. Whether, you're health conscious or *aspiring* to become health conscious, you will find plenty of inspiration and motivation by attending.

The Consumer Expo will provide an exciting new platform to showcase all the latest in Fitness, Health, and Wellness products, including services and technologies for both individuals and families in Orange County's health conscious demographic and remember it's FREE.

The Expo will be free and open to the public featuring over 200 exhibitors from a variety of organizations specializing in the areas of weight loss, personal training, yoga, Pilates organic living, holistic health, preventative medicine, sports medicine, Med Spas, anti-aging/personal care, and much, much more. Exhibitor and speaker opportunities are still being accepted and local businesses do not want to miss the chance to share how they can assist our community in living the healthy lifestyle that has become an Orange County brand.

Co-developers Dr. John Spencer Ellis and Bedros Keuilian, along with event producer Rachael Cadden, are excited about the prospect to educate and provide such a venue to Southern California in this capacity and believe it's high time there is an event dedicated to the overall Fitness, Health, and Wellness lifestyle so prominent in Orange County. With an increasing number of specialized products, equipment, and services designed to make staying fit and healthy balanced, the Expo will provide a wealth of information and knowledge to enthusiasts, families, and beginners alike.

"Orange County has always been on the cutting edge of all things health and fitness. An event like this has been long over due. We're so excited to share the many new fitness, health and wellness products and services with local consumers and enthusiasts" says Keuilian.

Throughout the free two-day event, a selection of high profile keynote speakers and educators, including co-developer and leading fitness expert, Dr. John Spencer Ellis, will enlighten attendees and challenge their minds with a diverse range of workshops.

You, your friends, and family do not want to miss this landmark event, so mark your calendars and visit, www.ocfitnessexpo.com for all the details. You can also download your free tickets *and* a free copy of Dr. John Spencer Ellis' e-book, *Your Guide to Ultimate Fitness*.

(MORE)

For general show information and to download your free tickets online, visit www.ocfitnessexpo.com. The two-day free pass includes admission, all workshops, seminars, and events.

For those interested in exhibiting and/or sponsoring, please contact Show Director Rachael Cadden at Rachael@ocfitnessexpo.com.

MEDIA CONTACT:

Rachael Cadden
Show Director, OC Fitness Expo (877) 573-6474 Ext. 3
Rachael@ocfitnessexpo.com

###

If you would like to schedule an interview with the co-developers, their information is included below:

The OC Fitness Expo is operated by OC Fitness Events, Inc. The principals are Dr. John Spencer Ellis and Bedros Keuilian.

DR. JOHN SPENCER ELLIS, OC FITNESS CO-DEVELOPER: John has lived in Orange County his entire life. He is one of America's leading fitness professionals and fitness industry experts. John holds degrees in business, marketing, education, and health science. His training and education programs are used in top resorts around the world. John hosts the television show *OC Body* which can be seen on the Healthy Living Channel and in Orange County on Cox channel 3.

BEDROS KEULIAN, OC FITNESS EXPO CO-DEVELOPER: Bedros is the most sought after fitness business consultants in the field today. He has created the Internet's number one online personal training technology, helping millions of consumers drop pounds and inches through proven fitness and weight loss strategies. His proprietary technology is also available to millions of Sprint and Nextel subscribers worldwide. In addition, Bedros has helped thousands of fitness professionals grow and expand business and reach more clients through his proven business strategies and systems. Today, as America reaches epidemic obesity rates, Bedros is on a mission to educate, coach, and motivate Americans to embrace health and fitness as a lifestyle

RACHAEL CADDEN, OC FITNESS EXPO SHOW DIRECTOR: Rachael's expertise in event producing and management is extensive, including events for multimillion dollar corporations, advance work for the White House, boutique firms, and non-profit organizations. She brings her knowledge, organizational skills, and sense of adventure in everything she puts her hands to, while her warm demeanor, openness, and enthusiasm allow for a fun and enjoyable experience for everyone involved in the event. Rachael's company, Verve Enterprises champions ideas and events of all budgets and sizes.