



The Balancing Act® on Lifetime TV Welcomes Yowza Fitness LLC to Season 3 of Mission Makeover™

Mission Makeover ladies will learn how Yowza's elliptical machines can help maximize their workouts

(Pompano Beach, FL – CISION – October 14, 2013) Popular morning show The Balancing Act® on Lifetime TV welcomes Yowza Fitness® to Season 3 of the hit Mission Makeover™ series which follows the journey of several women during their quest for better health and wellness. The 13 week series will air starting in February 2014.

During the segment featuring Yowza Fitness, the Mission Makeover ladies will learn how Yowza's Cardiocore ellipticals can help maximize their workouts. The software features a free app called MyLiveLight which helps individuals manage their workout and diet goals.

Yowza Fitness is a manufacturer and factory-direct marketer of high quality fitness equipment including elliptical machines and treadmills.

"Yowza Fitness is excited and energized to be partnering with The Balancing Act® on Lifetime TV this season. We know that our innovative CardioCore ellipticals with adjustable motion will be the perfect fit for the six women who will be featured on the show this season," said Joe Alter, CEO.

"We're looking forward to having Yowza Fitness on Mission Makeover™ to help our ladies ramp up their workouts," says Doug Campbell, Executive VP of Programming for The Balancing Act® on Lifetime Television.

Learn more about Yowza Fitness, please visit: www.yowzafitness.com

About The Balancing Act® on Lifetime Television

Now in its 6th year, The Balancing Act® continues to empower women in all aspects of their lives. The mission at The Balancing Act® is simple. The show strives to help today's modern woman balance it all by bringing them exceptional solutions to everyday problems. Entertaining, educational and trusted by women, America's premier morning show The Balancing Act® airs weekday mornings on Lifetime television at 7 am (ET/PT).

For additional information or to view a segment visit: www.thebalancingact.com

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About Mission Makeover™

Now in its third season, **Mission Makeover™** is a special series that chronicles the 13-week journey of several women as they set out to transform their lives. Nutrition, fitness, style and life coach experts give the women the tools and guidance they need to make significant life changes and achieve a healthier lifestyle. America's best fitness, health and nutrition brands partner with the show to further enhance the experience.



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