



The Balancing Act® on Lifetime TV Welcomes South Beach Diet, Official Weight Loss Sponsor of Mission Makeover series

As the exclusive weight loss/weight management meal plan, e-tool and home food delivery sponsor for Season 3 of Mission Makeover, South Beach Diet will guide women through their personal health and wellness transformation.

(Pompano Beach, FL – PR.Com/CISION – October 22, 2013) The Balancing Act®'s Mission Makeover series airing on Lifetime® TV is pleased to announce that South Beach Diet will be the exclusive weight loss/weight management meal plan, e-tool and home food delivery sponsor for Season 3. The 13-week series, which begins airing in February 2014, follows the journey of six women on a mission of a lifetime – to completely makeover their lives through better health and wellness.

The popular and internationally known South Beach Diet was launched in 2003 by Dr. Arthur Agatston and is known for its easy-to-follow Phase 1, Phase 2 and Phase 3 healthy eating plan. South Beach Diet is not about deprivation; it's about eating the right foods that are delicious and nutritionally balanced to give people energy and keep their body fit. South Beach Diet is based on the healthy eating principles of lean protein, fiber, the right carbs and the right fats.

South Beach Diet will be featured in seven episodes beginning March 3, 2014. During each episode, a "Mission" will be delivered to the ladies of the Mission Makeover team to challenge them on their knowledge and understanding of a South Beach Diet lifestyle, and how well they demonstrate and apply this knowledge for the long haul. South Beach Diet will also help keep the ladies on the road to health and wellness throughout the entire series, by providing entrées for Phases 2 and 3, snack bars and smoothies throughout the program, coaching by a South Beach Diet Nutritionist, and a subscription to their website, www.southbeachdiet.com, and mobile app.

"South Beach Diet is ultimately about living out health and wellness as a lifestyle. This embodies the essence of the mission behind Mission Makeover™ – to stop dieting and start LIVING. With access to thousands of recipes so you can prepare meals for yourself and your family, or the convenience of South Beach Diet compliant entrees delivered to your doorstep, they really make it easy for our ladies to be successful on their lifelong journey of health & wellness. We're proud to be working with South Beach Diet as our official weight loss plan sponsor," says Lauren Newman-Giannetti, VP of Partnership Development for The Balancing Act's Mission Makeover series on Lifetime TV.

"The healthy eating choice of millions worldwide, South Beach Diet is pleased to join Mission Makeover in helping these strong women on a life-changing journey to successfully achieve their personal transformation — losing weight, feeling better, and keeping pounds off by following a health-promoting, enduring lifestyle plan. In addition to the recipes and the delicious home meal delivered foods, using the South Beach Diet website and app will give them all the tools they need to stay on track", said Elise Donahue, CEO South Beach Diet.

To learn more, please visit: www.southbeachdiet.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.

About South Beach Diet

The South Beach Diet, a trusted choice for millions seeking a total solution for losing weight and gaining health, is a globally recognized brand with a portfolio that includes a substantial new offering of nutritionally balanced foods, available to consumers in over 45,000 doors nationwide (including Walmart, Walgreens, CVS, Kroger, Publix and Safeway); SouthBeachDiet.com, a compelling interactive web property that provides

tools for maintaining a healthy lifestyle, recipes, exercise routines, customized meal plans, and support from registered dietitians; the fully featured South Beach Diet mobile app, that offers premium content and the easiest to use, most feature-rich diet experience in mobile; and a continuing series of #1 *New York Times* Bestselling books, with over 23 million copies in print, written by renowned preventive cardiologist Arthur Agatston. The South Beach Diet is where healthy never looked so good.

To learn more, please visit: www.southbeachdiet.com

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