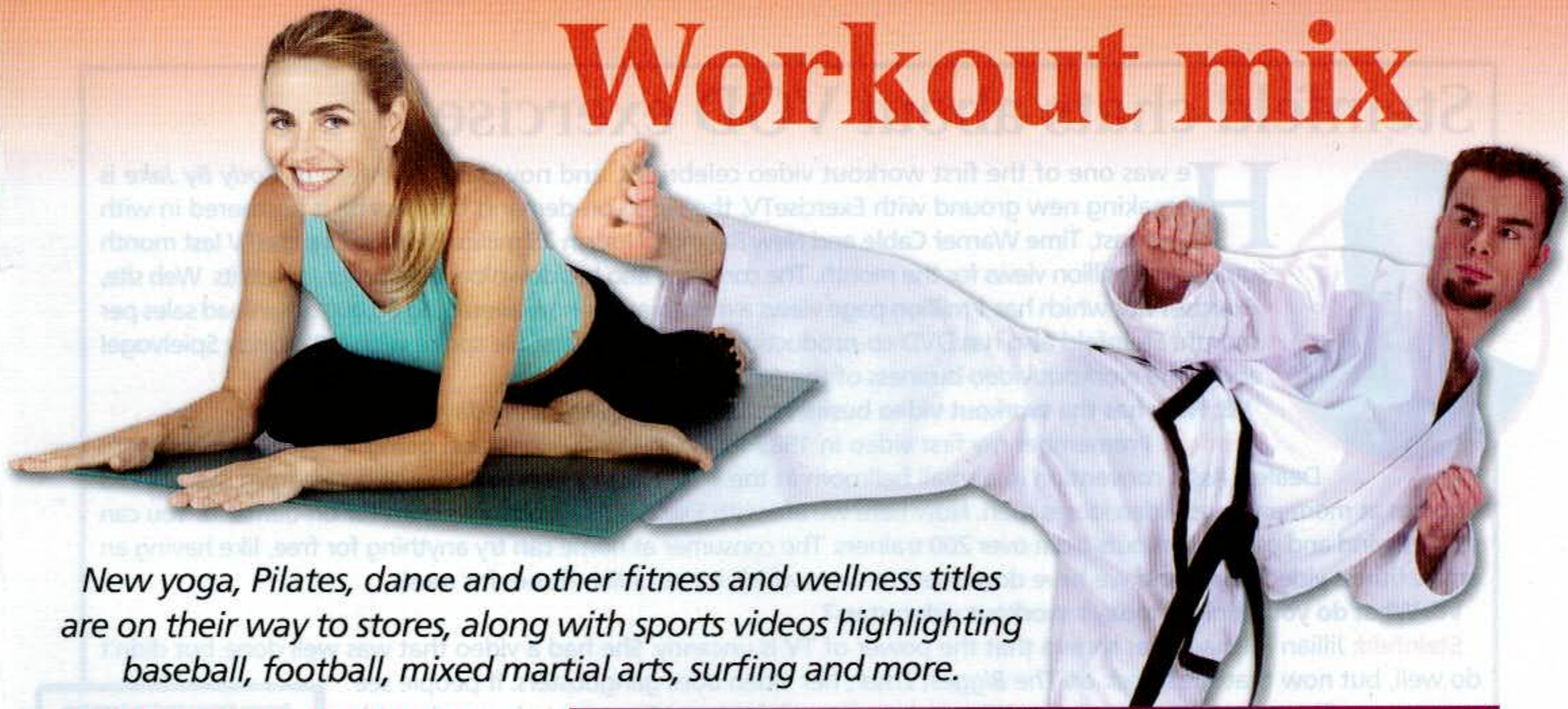


Sports, Fitness & Wellness

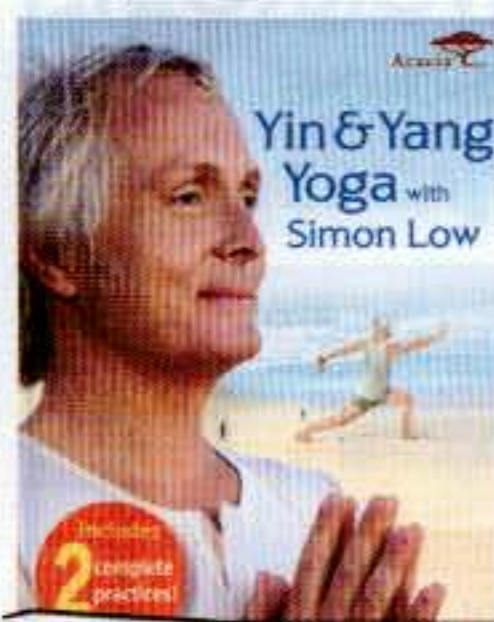
VB Purchasing Guide

Workout mix



New yoga, Pilates, dance and other fitness and wellness titles are on their way to stores, along with sports videos highlighting baseball, football, mixed martial arts, surfing and more.

FITNESS AND WELLNESS



ACACIA/ACORN

Yin & Yang Yoga With Simon Low

The renowned London-based yoga teacher offers his signature "yin and yang" yoga programs. Street May 13, prebook April 15; DVD \$19.99



ANCHOR BAY

10 Minute Solution:

Pilates on the Ball Fitness expert Lara Hudson makes Pilates even more effective with the use of the stability ball. Street May 6, prebook now; DVD \$14.98



BAYVIEW

Power Body: Total Core Pilates With Jules Benson

Combines traditional Pilates techniques and modern abdominal exercises, with additional emphasis on core and hip work. Street June 3, prebook May 6; DVD \$19.99

CINEMA LIBRE

Healing Cancer: From the Inside Out A look at the cancer industry with a critical eye on its failure

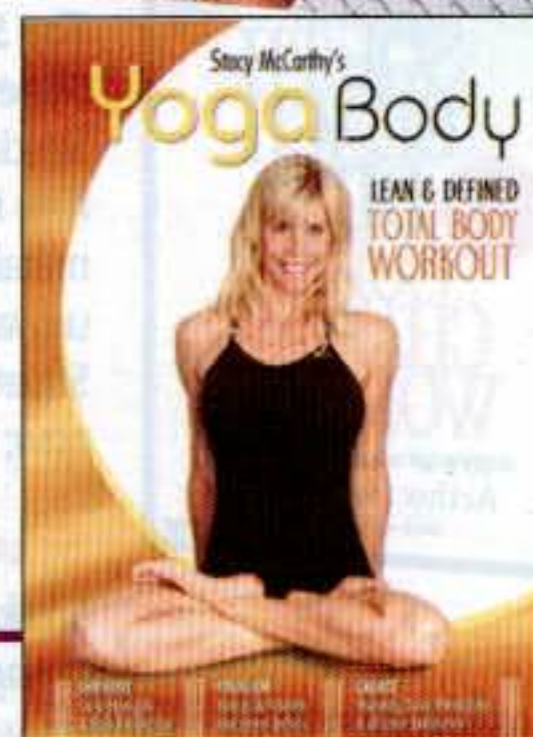
Magic Play tones its titles

Mitch Perliss, senior business director of North American distribution for Magic Play Entertainment, is bringing the workout DVD business to his new label. Perliss, who honed the fitness business at his former company, Razor Digital, is taking a more targeted approach to the category now. "Certain key retailers aren't supporting the fitness category like they were a few years ago, so we're focusing on product that is well-known to the consumer," he says. That will include a new release from long-time instructor Tamilee Webb along with Stacy McCarthy, a premier yoga teacher in the San Diego area. Both have strong promotional abilities in addition to their fitness acumen. "We're going to do more direct-to-consumer marketing," Perliss says. **VB** —Cindy Spielvogel



MAGIC PLAY

The Best of Tamilee: Best Buns, Best Abs, Best Arms Contains three 15-minute segments, each focused on a specific muscle group; **Stacy McCarthy's Yoga Body Lean & Defined Total Body Workout** Sun salutations are linked with standing and seated postures, twists, back bends and finishing poses. Both street May 20, prebook April 22; DVD



to find a cure. Street May 20, prebook now; DVD \$19.95

GAIAM

The Firm Cardio-To-Go Kit This DVD comes with equipment that allows the user to "slim without the gym." Street May 20, prebook now; DVD \$24.98

MVD

Vertical Dance Workout: Let's

Get Vertically Fit, Vol. 1 This pole fitness program gives step-by-step instructions through a workout designed to be invigorating. Street May 13, prebook now; DVD \$19.95

continued on page 18