

Denise Austin
America's Favorite Fitness Expert

Denise Austin is a pioneer in the exercise and sports industry. A five-foot-four-inch dynamo, she has sold more than 20 million exercise videos and DVDs, authored more than 10 books on fitness, and starred in the longest running fitness show in the history of television.

Austin's trademark zest for life, positive outlook and can-do attitude have endeared her to millions of fans across the country and around the world, and has earned her the reputation as "America's favorite fitness expert." A multimedia talent, Austin is a top-selling author and a highly sought-after speaker and TV personality. Her upbeat energy and unique ability to make people feel that she's right there with them, cheering them on, have inspired the millions who watch her on television, read her books, or follow her videos and DVDs.

A native of San Pedro, California, Austin started gymnastics at the age of 12 and earned an athletic scholarship to attend the University of Arizona. In 1979, she graduated from California State University at Long Beach with a Bachelor of Arts degree in Physical Education, with an emphasis in exercise physiology. She began her career teaching aerobic exercise classes in the Los Angeles area and went on to co-host the *The Jack LaLanne Show* in 1981. Austin considers the late Jack LaLanne one of her role models. In 1982, she earned her own television program on KABC in Los Angeles and released her first two workout videos, *Rock Aerobics* and *Rock Hard Abs*. From 1984 to 1988, she served as fitness expert on NBC's *Today Show*.

Austin has created a loyal audience with her two major television shows: *Getting Fit*, which ran for 10 years on ESPN, and continued on under the new name *Denise Austin's Daily Workout*, when it moved to the Lifetime Television Network. *Daily Workout* and a second show, *Fit & Lite*, both appeared on Lifetime through March 2008.

With more than 25 years promoting health and fitness, Austin has created 85 workout videos and DVDs. Her enormous number of sales led to her 2003 induction into the Video Hall of Fame. Her latest workout DVDs include 2009's *Body Makeover Mix* and *3-Week Bootcamp*. She also released two books, *Denise's Daily Dozen* and *Get Energy!* in 2010 and 2011, respectively.

In addition to her role as a popular spokeswoman for such major brands as Idaho Potatoes and Nature Made, Austin has championed the benefits of heart health and good nutrition throughout her career. She also twice served on the President's Council on Physical Fitness and Sports, a position she was first appointed to by George W. Bush in 2002. She has testified before the U.S. Senate Committee on Health, Education, Labor, and Pensions and helped launch the new food guidance system of the U.S. Department of Agriculture (mypyramid.gov). In February 2008, Austin was honored by *Woman's Day* magazine and the American Heart Association with the Red Dress Award.

Austin has been married for more than 25 years to Jeff, a sports attorney and brother of tennis champ Tracy Austin. They have two daughters, Kelly and Katie.