

## Everyday Health: TV to Change Your Life



**Everyday Health: TV to Change Your Life** is launching an original channel as part of YouTube's original channels initiative (launch date: April 3, 2012). Everyday Health, the leading new media health company, touches 38 million lives each month through its popular websites, mobile applications, social media presence, and now with more original video programs starring top talent and experts like Jillian Michaels, Joy Bauer, MD, RD, CND, Dr. Laura Berman and more ([www.YouTube.com/EverydayHealth](http://www.YouTube.com/EverydayHealth)). Everyday Health has partnered with Trium Entertainment, a new global independent production company with industry-leading track records across all media platforms and five broadcast networks, to create primetime ready programs that entertain, engage and change lives, every day.

The programming line-up for Everyday Health on YouTube resembles that of a cable television network consisting of weekly, daily, and on demand programming. The channel is launching with over 15 hours of original programs in its first week, and 90 minutes of new programming each following week. Upon launch, the channel will offer one daily program, four weekly programs, and five on demand programs including *You Train System* and *No Gym. No Problem.*, both of which are designed to let you bring your workout with you. All weekly programs premiere at 1pm ET/10am PT, and Everyday Health's daily program, *Daily Dose With Jillian Michaels* premieres at 12pm ET/9am PT, Monday-Friday. New programs and talent will be introduced on a rolling basis.



**Left to Right:** Mareya Ibrahim, Jet Tila, Amanda Russell, Joy Bauer, Jillian Michaels, Dr. Laura Berman, Ethan Zohn, Jenna Morasca, Daniel Green, Jill Davie

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## Premiere Programs



### ***Couples in Crisis***

*Airing:* Thursdays at 1pm ET/10am PT

*Couples in Crisis* is Dr. Laura Berman's original program where she offers her signature advice, as seen on Oprah and OWN, to help real couples better understand one another. Tips and how-tos vary based on the couples, but audiences will be intrigued and surprised to learn how non-verbal interactions can get the sexes in trouble with each other. Dr. Laura Berman is the nation's leading sex and relationship expert, an Everyday Health contributor, and also a best-selling author.



### ***Daily Dose with Jillian Michaels***

*Airing:* Daily, Monday–Friday at 12pm ET/9am PT

*Daily Dose With Jillian Michaels* offers health and wellness expertise from Jillian Michaels, best-selling author and former life coach for NBC's hit TV franchise, *The Biggest Loser*. *Daily Dose* treats viewers to snack-sized portions of Michaels's hugely successful podcasts. Her show is a mix of celebrity one-on-one interviews and musings which lead viewers on a journey to unlock their full potential. Topics range from exercise and nutrition to tips on finding success in all aspects of life.



### ***Fitness Guinea Pig***

*Airing:* Mondays at 1pm ET/10am PT

*Fitness Guinea Pig* enlists people from all walks of life to test today's most popular workouts, weight loss programs and fitness equipment and showcase results so that viewers can figure out which ones are best for them. The audience is sure to find a few laughs along the way. The show has a revolving ensemble cast of characters. The first episodes include Jenna Morasca (co-host of the Everyday Health television show airing on ABC-TV stations), YouTube personality and comedian Mark Malkoff, comedian Matthew Hoffman, ESPN sports reporter Chris Broussard, professional soccer player Cobi Jones and YouTube personality and comedian Grace Helbig.

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## Premiere Programs



### ***Recipe Rehab***

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*Airing:* Fridays at 1pm ET/10am PT

Celebrity and acclaimed chefs compete in a head-to-head challenge to recreate a family-favorite dish, but with a healthy twist! In each weekly episode, two chefs battle it out and recreate a family's favorite recipe (like spaghetti and meatballs) and their meals are then judged by the very family who submitted that recipe.



### ***What the Heck Are You Eating?***

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*Airing:* Wednesdays at 1pm ET/10am PT

Joy Bauer knows how and what Americans like to eat, and she embarks on a myth-busting mission to inspire her audience to think differently about food. She shares little-known facts, tips and how-tos for creating healthy and delicious alternatives to unhealthy favorites. This is the signature program by well-known nutritionist and best-selling author, Joy Bauer, MS, RD, CDN.

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## On Demand Programs

### ***You Train System***

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*Hosts:* Amanda Russell, Cassey Ho, Nickey Holender, Steve Lee

*Airing:* On Demand

Everyday Health's fitness trainers compile their instructional fitness routines, including every major workout type, and curate them for all fitness levels. This on-demand program is specifically designed so that viewers can take their workout to the gym.

### ***Everyday Health***

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*Hosts:* Ethan Zohn and Jenna Morasca

*Airing:* On Demand

Hosted by Ethan Zohn and Jenna Morasca, Everyday Health is the show where you'll meet extraordinary Americans who have overcome personal health challenges and are now helping others lead healthier, happier lives.

### ***The Skinny with Lisa McRee***

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*Host:* Lisa McRee

*Airing:* On Demand

Former television network anchor and *Good Morning America* co-host, Lisa McRee shares her proven "skinny" strategy for losing weight and keeping it off.

### ***No Gym. No Problem.***

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*Host:* Sarah Dussault

*Airing:* On Demand

Sarah Dussault from YouTube's "SarahsFabChannel" and "SarahFit" gets even the most dedicated couch potato moving with exercises that anyone can do, anywhere.

### ***Health A to Z***

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*Airing:* On Demand

Everyday Health's team of world-renowned medical experts come together to create a collection of videos covering the full spectrum of health and condition topics. This is designed to help users cut through the online clutter of medical content, from complicated medical journals to false news reports, to provide clear and concise medical information from leading industry experts.

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## Production Credits



### Everyday Health Studios

**Everyday Health Studios** is the video and TV production division of Everyday Health, Inc., the leading new media health company that reaches 38 million people each month. Led by Paul Slavin, GM/SVP, Global News and Everyday Health Studios, the division is responsible for oversight, syndication and distribution of substantial amount of premium quality, engaging health-related video for existing and future channels. Currently, Everyday Health Studios oversees the company's weekly television series *Everyday Health* which airs on ABC TV stations, its original channel on Google's YouTube, and all videos created for the Everyday Health portfolio of websites and mobile applications. Everyday Health was founded in 2002 by CEO, Ben Wolin, and President, Mike Keriakos.

### Trium Entertainment

**Trium** is a global independent production company founded by a trio of successful media executives, Mark Koops, Jared Tobman, and Eric Day. Together, they have created and produced over 1000 hours of television, including blockbusters *The Biggest Loser*, *Masterchef*, *American Gladiators* and *Shear Genius*; and more than 30 original digital series for MSN and Yahoo!, such as recently-launched *Remake America*, the 100-million-stream hit *Who Knew?* and series featuring Cat Cora, Bob Harper, Jack Welch, Carson Daly, and Andrew Zimmern. Trium is focused on partnering with leading networks and brands to create entertainment properties that provide a launching pad for ancillary and global licensing businesses.

### Executive Producer, Everyday Health's YouTube Programming and Managing Partner, Trium

Mark Koops is Everyday Health's leading content partner for creating original content for the Everyday Health channel on YouTube and former Managing Director of Reveille, a company he helped launch in 2002. He's produced more than 750 hours of television, including 11 seasons of NBC's *The Biggest Loser*, of which he is co-creator and executive producer. Under his leadership, *The Biggest Loser* consumer products program has generated over \$150 million in spending with presence at more than 25,000 major retailers to date. Most recently, Koops co-founded Trium Entertainment, a global independent production company that creates programming for traditional television networks and digital platforms, and develops new business opportunities for advertisers and distributors. He was named to Advertising Age's 2008 Marketing 50 and The Hollywood Reporter's 2010 Reality TV Power List.

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