



**FOUNDED IN 1969,
JAZZERCISE IS THE ORIGINAL
DANCE PARTY WORKOUT.**

Judi Sheppard Missett began teaching an easy-to-follow dance class that snowballed into a fitness phenomenon. Blending jazz dance, Pilates, cardio-boxing, resistance training and yoga, Jazzercise program benefits include improved cardiovascular endurance, increased strength and flexibility plus an overall “feel good” factor. The international business franchise now boasts over 8,200 franchisees teaching more than 32,000 classes a week in 32 countries.

Jazzercise is the fitness program for a lifetime.

OUR MISSION

We develop fun and effective fitness routines and products that enhance the well-being of people of all ages.

OUR PHILOSOPHY

We believe you can create a stronger, happier, healthier life through fitness. We draw on our passion to motivate and inspire our customers, instructors and employees to live healthier, fitter lives.

LEADERSHIP

Judi Sheppard Missett, Founder and Chief Executive Officer
Shanna Missett Nelson, President
Sally Baldrige, Chief Operating Officer & Chief Financial Officer
Kelly Sweeney, Chief Sales & Marketing Officer
Kathy Missett, Executive Advisor

COMMUNITY OUTREACH

Jazzercise, Inc. and its instructors have raised over \$28M for various charities for over 45 years. In 2017, the company launched GirlForce, its first corporate-sponsored initiative that offers free classes to young women, ages 16-21. The initiative is intended to provide a safe place for girls to get fit and help them learn healthy habits that can last a lifetime.



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8,200
FRANCHISES

32,000
CLASSES PER WEEK

32
COUNTRIES

100MM
ANNUALLY

FRANCHISES

With 8,200 franchises worldwide, Jazzercise has been named one of *Entrepreneur* magazine's fastest-growing franchises year over year. Independent business persons pay an initial \$1250 franchise fee for certification as instructors and are thereafter provided with continuing education, marketing and administrative support. Franchisees are provided fully-choreographed routines to a variety of music genres, including Top-40, five times per year. Notably, the franchise offers a unique built-in annual rebate program to franchisees.

JAZZERCISE APPAREL

Established in 1980, our apparel division designs, produces, and sells studio-to-street clothing and accessories that gross \$4.7M per year. Customers can order online at shop.jazzercise.com, or call 1-800-FIT-IS-IT to order from our customer service center directly.

JM DIGITAL WORKS

An independent division of Jazzercise, Inc., JM Digital Works has produced video content for clients like Callaway Golf and Google, inc. in addition to developing content for the brand. JM has earned a spot in *Videography* magazine's "Top 50 Corporate Production Facilities" and has won Telly Awards in video excellence. jmdigitalworks.com



LEADERSHIP TEAM

"WE BELIEVE YOU CAN CREATE A STRONGER, HAPPIER, HEALTHIER LIFE THROUGH FITNESS. WE DRAW ON OUR PASSION TO MOTIVATE AND INSPIRE OUR CUSTOMERS, INSTRUCTORS AND EMPLOYEES TO LIVE HEALTHIER, FITTER LIVES."

—Judi Sheppard Missett & Shanna Missett Nelson



JUDI SHEPPARD MISSETT // Founder and Chief Executive Officer

Judi Sheppard Missett graduated with a Bachelor of Science in Radio & Television Production and Theater from Northwestern University. In 1969, she started teaching a dance fitness class in Chicago. When demand quickly boomed, those classes grew into the dance fitness company that would become a cultural phenomenon.

Almost 50 years later, Jazzercise still leads the pack in health and fitness. As CEO, Judi manages a 125-person corporate team, oversees more than 8,200 franchisees, choreographs Jazzercise routines, teaches classes, and writes

for the Huffington Post. Together with Jazzercise instructors, Sheppard Missett has helped raise over \$28M for a wide range of charitable organizations.

Among her honors are Lifetime Achievement Awards from the President's Council on Physical Fitness and Sports, Enterprising Women's Hall of Fame, The President's Award from the Women Presidents Organization, twice winning the *San Diego Business Journal's* "Women Who Mean Business Award" and the Committee of 200's Entrepreneurial Champion Luminary Award.



SHANNA MISSETT NELSON // President

As President of Jazzercise, Inc., Shanna Missett Nelson holds the helm of the group fitness industry leader, guiding the brand in global and local markets. Having a front row view into how her mom, Judi Sheppard Missett, created the largest dance fitness company in the world, Nelson began as an instructor but quickly launched her business career as an international brand consultant and franchise owner herself. Shanna guides the corporate management team and steers the direction of the company.

In addition to her role at the company, Shanna is a media spokesperson and motivational speaker who holds a Bachelor of Arts degree in English Literature from the University of Arizona. Additionally, her contributions to the fitness industry have been acknowledged through numerous awards, public and media recognition. Nelson lives and works in Carlsbad with her husband and two daughters.



SALLY BALDRIDGE // Chief Financial & Operating Officer

Chief Financial & Operating Officer Sally Baldrige earned her Bachelor of Science in Business Administration from California State University, Long Beach before humbly starting out in the Jazzercise warehouse in 1982. Since then, Sally has earned an MBA from National University and developed the structure and systems to support revenue growth from \$40M to \$100M while the number of franchisees has skyrocketed from 1,650 in 1982 to 8,200 in 2017. Baldrige's business

acumen, plus her well-earned integrity and credibility have helped transform the dance fitness phenomenon that launched almost 50 years ago into the thriving, multi-faceted company it is today.



KELLY SWEENEY // Chief Sales & Marketing Officer

Chief Sales & Marketing Officer Kelly Sweeney attended the University of Tulsa where she earned her Bachelor of Arts degree in Marketing & Journalism and a minor in English & Writing. Her induction into the college basketball and volleyball Hall-of-Fame was foreshadowing of her future career in fitness. After college, she worked briefly editing geology texts and print publications before finding her calling as a Jazzercise franchisee. Sweeney has been teaching Jazzercise for

34 years. From her "big picture" view to her personal experience as a franchisee, Kelly's understanding of current customer and business needs gives her a strong grasp of the financial realities for franchisee owners, and for the company overall. Kelly's strategies have positively affected international business growth while carving and nurturing individual pathways for franchisee business development domestically.



KATHY MISSETT // Executive Advisor

Kathy Missett acts as Executive Advisor to Jazzercise, Inc., consulting on matters ranging from franchise business best-practices to marketing metrics. With an MBA from the University of Arizona and 28 years of practicing Jazzercise, Kathy has designed, launched and managed fact-based research to support executive decision-making with a deep understanding of both the Jazzercise franchisee and customer. In her 16 years at corporate headquarters,

Missett has identified potential financial and operational risks, and developed countermeasures to mitigate negative impact while shaping feedback programs and then analyzing and evaluating results to develop new strategies for growing revenue and profit.



VARIETY IS THE KEY TO STAYING WITH A WORKOUT AND BREAKING THROUGH PLATEAUS. OUR METHOD FUSES JAZZ DANCE WITH PILATES, CARDIO-BOXING, RESISTANCE TRAINING AND YOGA. OUR INSTRUCTORS ARE EXPERTLY TRAINED TO MIX IN NEW CHOREOGRAPHY WITH A VARIETY OF MUSIC SO CLASSES ARE ALWAYS FRESH.

JAZZERCISE CLASS FORMATS



DANCE MIXX

The original dance party workout, this high-intensity class mixes modern dance with strength training set to hit music.

INTERVAL

Bursts of cardio and strength training define muscles in all the right places. It's the power of High Intensity Interval Training (HiiT) unleashed.

FUSION

This total body workout is a circuit-based High Intensity Interval Training (HiiT) class that fuses dance moves with muscle work to rev up results.

FLIP FUSION

Targeted, muscle-defining sets followed by shorter blasts of cardio dance kickstart metabolism to keep calories burning long after the workout is over.

CORE

A cardio-plus-strength class designed to chisel the core and target v-line abs.

STRIKE

Jabs & kicks to motivating music mixes knock out stress and boost endorphins. Calories don't stand a chance!

STRENGTH30/45/60

Sculpt lean muscle through weight and resistance training for a tight, toned physique in 30-, 45-, or 60-minutes. These classes will transform your body.

EXPRESS

Cut to the chase with 30 minutes of dance-cardio-meets-strength-training.

PERSONAL TRAINING

Supercharged intensity in a small group or individual setting is tailored to meet specific personal fitness goals.

JUNIOR JAZZERCISE

Kids ages four through 13 have a blast playing fitness games created just for them. It's all about building coordination, strength, confidence and, most of all, fun!

LO

Use muscles, not momentum, to get a killer low-impact workout.

LITE

Modified movements and lower intensity for all fitness levels build balance and flexibility to kickstart the metabolism.

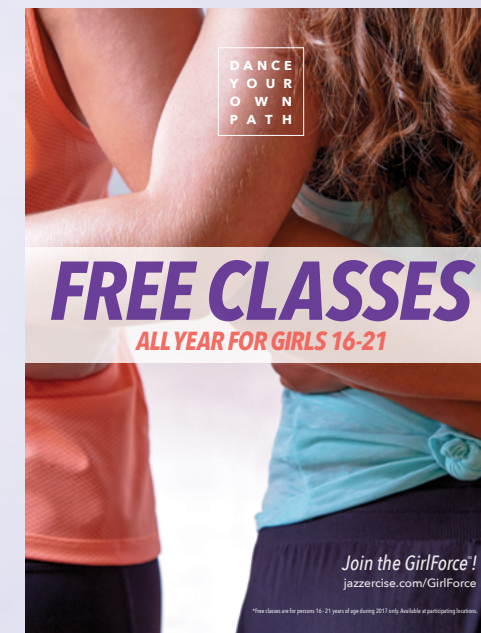
GIRLFORCE™

"THE GOAL OF GIRLFORCE IS FOR YOUNG WOMEN TO BUILD BETTER HEALTH THROUGH FITNESS AND BOOST SELF-ESTEEM SO THEY HAVE THE CONFIDENCE AND STRENGTH TO DO GREAT THINGS."

Justi

Launched in 2017, GirlForce is our way of giving back to the communities in which we do business. Young women face so many challenges in this modern world, our hope is to offer them a haven from their hectic lives. We think our classes can be a fun, safe place for girls to get fit and discover how great a challenging workout feels.

At the heart of GirlForce is a pure desire to help others and to provide something positive in our communities.



OUR HISTORY, AT A GLANCE

1969

Jazzercise is founded by fitness pioneer and company CEO Judi Sheppard Missett.

1972

The Missett family moves to San Diego, California. Judi begins to teach classes at the La Jolla YMCA and Oceanside Parks and Recreation.

1976

The first Jazzercise logo merchandise is manufactured and sold.

1977

Judi trains her first instructors and the first corporate Jazzercise office opens in Carlsbad, California.

1979

Jazzercise begins videotaping routines that are sent to certified instructors, laying the groundwork for the program to spread.

Jazzercise goes international with classes in Europe, Brazil and Japan.

1980

The first apparel line launches.

1981

Judi Sheppard Missett begins hosting a segment on weekly entertainment news program PM Magazine, raising national brand awareness.

1982

Jazzercise offers its first franchises.

1992

Our Kids Get Fit program is presented to the President's Council on Physical Fitness and Sports with Arnold Schwarzenegger. The free school fitness program reaches a record-breaking 402,000 children worldwide.

1998

Jazzercise goes digital with CyberStretch, an innovative computer screen saver with 26 illustrations and action tips designed to help prevent repetitive stress injuries.

2001

The Jazzercise Fitness Series hosts 21 conventions in the U.S., England, Scotland, Italy, Mexico, Australia, and Japan.

2010

Shanna Missett Nelson is named President of Jazzercise, Inc.

2015

Jazzercise officially re-brands, celebrating a rich past and opening the door to a new future.

FITNESS INDUSTRY FIRSTS

WHEN JUDI SHEPPARD MISSETT CREATED JAZZERCISE ALMOST 50 YEARS AGO, "FITNESS" AS WE KNOW IT TODAY WAS IN ITS NASCENT STAGES. THROUGHOUT THE YEARS, JAZZERCISE HAS ACHIEVED MANY FITNESS INDUSTRY "FIRSTS" THAT HAVE PROVIDED THE FOUNDATION FOR TODAY'S FITNESS LIFESTYLE.

Entrepreneur
MAGAZINE

NO. 5 ON THE LIST OF FASTEST-GROWING FRANCHISES AND NO. 81 ON THE FRANCHISE 500® LIST BY *ENTREPRENEUR* MAGAZINE.

JAZZERCISE IS...

- the first to insist that exercise can and should be fun.
- the first program to train and certify instructors. It developed the first industry teaching standards and held the first instructor-focused conventions.
- the first fitness program to franchise its instructors.
- pioneered the use of video for instructor training.
- the first to produce dance exercise albums; which later went gold and platinum.
- the first to organize large-scale fitness events for charity.
- the first dance fitness organization to perform in large-scale public events including the Opening Ceremonies of the 1984 Olympics, Statue of Liberty festivities, and Super Bowl halftime shows.
- the first fitness dance program to appear on *Entrepreneur* magazine's annual "Franchise 500®" list of most successful franchised businesses.
- the first fitness brand to successfully market and sell brand-name, licensed products when it launched Jazzercise Apparel.
- Jazzerjam Chicago '89 was the first international fitness convention, bringing together instructors and customers for a celebration of dance, fitness and fun.



BURN UP TO 800 CALORIES
IN ONE 60-MINUTE CLASS

MEDIA

THE HUFFINGTON POST

U.S. News & World Report

Entrepreneur MAGAZINE

The Washington Post

TOWN & COUNTRY

LADIES' Home Journal



PARTNERSHIPS



JUDI SHEPPARD MISSETT

AWARDS AND ACCOLADES

Judi has been named as one of four all-time fitness visionaries by the President's Council on Physical Fitness & Sports, in addition to winning many other honors. This is a partial list.

1984

Jazzercise instructors participate in the Opening Ceremonies of the XXIII Olympiad in Los Angeles, California.

Judi runs the Olympic Torch relay in Oceanside, California.



1986

President Ronald Reagan names Judi "Top Woman Entrepreneur."

1988

The "Franchise 500" listing prepared by *Entrepreneur* magazine ranks Jazzercise seventh among franchise businesses and first among fitness businesses.

Working Woman magazine names Judi "Entrepreneur of the Year."

1991

IDEA, the International Association of Fitness Professionals, awards Judi its "Lifetime Achievement Award."

Inc magazine names Judi "Entrepreneur of the Year."

1992

President George Bush and Arnold Schwarzenegger invite Judi and Shanna to the White House to lead the finale at the Great American Workout.

IDEA inducts Judi into its Hall of Fame along with Jane Fonda, Kenneth Cooper, Jack La Lanne and Jackie Sorenson.



1995

Judi serves as President of the National Fitness Leaders Association (NFLA).

Governor Pete Wilson appoints Judi to the California Governor's Council on Physical Fitness & Sports.

1996

NFLA awards Judi the Charles Bucher Memorial Award for her contributions to youth fitness.

2002

Judi is inducted into the National Association of Sport and Physical Education (NASPE) Hall of Fame.

Judi is honored as "an inspirational role model for girls" by the San Diego chapter of Girls, Inc.

2003

Judi is awarded the "Leadership and Empowerment Award" from the National Foundation for Women Legislators.

2006

Judi is inducted into Enterprising Women's Hall of Fame.

2007

Jazzercise ranks no.5 on *Entrepreneur* magazine's list of fastest growing franchises.

Judi is awarded the prestigious Mary Lehman MacLachlan Award for Economic Empowerment from the Women President's Organization.

Judi is the inaugural recipient of the Lifetime Achievement Award from the President's Council on Physical Fitness and Sports.

2008

Judi joins a select group of women; U.S. political and business leaders for the Stellar Women's Leadership Delegation to China including Hong Kong, Lijang, Beijing and Shanghai.

2012

Jazzercise ranks no.1 in the *San Diego Business Journal's* "2012 List of the County's Top 50 Women-Owned Businesses."

2013

Jazzercise ranks no.1 on the *San Diego Business Journal's* "Top 50 Women Owned Business" list for the second consecutive year.

2014

Judi is honored with the Entrepreneurial Champion Luminary Award by The Committee of 200 (C200).

Judi Sheppard Missett is named *San Diego Magazine's* "Woman of the Year."

2015

Jazzercise officially re-brands, celebrating a rich past and opening the door to a new future.

2016

Judi is honored with the "Women Who Mean Business Award" for outstanding achievements and contributions to San Diego by the *San Diego Business Journal* for the second time (first in 2005).

Judi is chosen as part of a select group of women leaders to attend the "United State of Women," a White-House-sponsored conference in Washington, DC.

Along with 39 other entrepreneurs, scientists and social leaders, Judi is named to the *Union-Tribune's* "40 San Diegans Who Changed the World."

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