

# LEARN ABOUT THE NATION'S #1 WALKING PROGRAM

In 8 steps.



Leslie Sansone's

**Walk**  
at **home**



# Step 1:

# About Walk at Home



**Walk at Home is miles ahead of other fitness routines.**



amazon.com

Walmart  
Save money. Live better.



COSTCO  
WHOLESALE



*“If you think a non-stressful exercise like walking could never play a major role in keeping you fit and healthy, think again.”*

– Leslie Sansone

Leslie Sansone's

**Walk**  
at home

www.walkathome.com

- **Walk at Home is the nation's #1 walking program.**  
Founded 25 years ago by fitness expert Leslie Sansone, the Walk at Home brand leads the nation in walking for health and weight loss.
- **Walking fits all.**  
Walk at Home is something everyone can do – it's safe at any age, at any fitness level.
- **Easy to get started. Easy to keep going.**  
The only equipment you need is a pair of walking shoes, a Leslie Sansone Walk at Home DVD, and a TV or computer. Forget about expensive gym memberships or exercise equipment.
- **The ultimate no-excuse fitness routine.**  
You don't need perfect weather, a perfect body, or even a walk buddy. All you need is the motivation to get moving. Walk whenever you like within the privacy of your own home.
- **The Walk at Home brand is easy to get your hands—and feet—on.**  
DVDs are for sale at walkathome.com; online retailers like Amazon; major retailers like Wal-Mart, Target, Costco and Best Buy; and on QVC.
- **Walk at Home has 70 million walk fans. And counting. . .**  
Join us, and firm up, stand taller, improve your range of motion, and burn some serious calories.



# Step 2:

# Meet Leslie Sansone



## A snapshot of a leading fitness authority.



**The #1 Indoor Walk Program in the World!**

**Woman's Day**  
LIVE WELL EVERY DAY

**RealAge**  
Live Life to the Youngest™

**iVillage**

*"Staying fit shouldn't be intimidating or expensive."*

– Leslie Sansone

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Leslie Sansone is a nationally recognized fitness expert, and creator of the Walk at Home program. Her philosophy is simple. She believes that our bodies were made to move. And that we can walk our way to health and wellness.

For 25 years, she's taught people of all ages how to get fit, stay fit and feel better about life. With 70 Million fans and \$225 Million in sales, (and growing) she is committed to helping people choose fitness walking as their sport for life.

Leslie's energy is contagious. Her enthusiasm for walking, and life, is unmatched. She's a walk guru on a mission. To promote healthy lifestyles. To ward off illness associated with obesity and sedentary lifestyles. And to improve public health – one stride at a time.

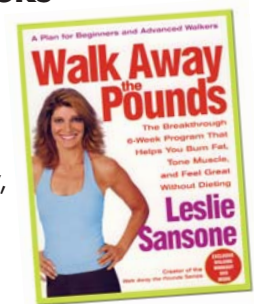
Leslie's life's work also includes being a mother of three. So when she's not leading walk events, producing DVDs, making TV appearances, or supporting national health programs, she's busy keeping up with her growing family.

### Leslie has produced many best-selling DVDs

- Over 100 Walk DVDs
- Created to fit all health and fitness levels
- Rank in list of top 10 selling fitness DVDs
- Walk Eat Lose & Walk Slim are a QVC top rated 5 out of 5 stars, with more customer reviews than any other product on the home shopping network

### Leslie has authored top-selling fitness books

- *Walk Away The Pounds*
- *Eat Smart, Walk Strong*
- *The Essential Walker's Journal*
- *Walking The Walk*
- Leslie has been Contributing Editor to Woman's Day, Family Circle, Prevention Magazine and more.
- Leslie is a Contributing Writer and Walk Coach for Real Age.com (Dr. Oz & Dr. Roizen web site) and iVillage.com



### Accreditations

- Leslie holds eight certifications, including the prestigious American College of Sports Medicine and Cooper Institute: Group Exercise Leader.

### Leslie has been called on by

- The President's Council on Physical Fitness
- The PA Governor's Council
- Weight Watchers
- Nutrisystem
- TOPS

# Step 3:

# The Leslie Sansone Buzz



## At home in the fitness spotlight.

The New York Times



“Let’s get all walks of life to walk more.”

– Leslie Sansone

Leslie Sansone’s



www.walkathome.com

Not only is Leslie Sansone an inspiration to her fans. She’s a perpetual hit with the media. She is featured regularly in popular magazines and publications, and makes frequent appearances on network television. Leslie’s charisma and anyone-can-do-it approach has captured the media’s attention for 25 years.

One of the most dynamic fitness experts in the nation, Leslie is also one of the most visible. At *The New York Times*, she’s known as fitness video icon. *Prevention* calls her the “Queen of Walking.”

### Leslie is featured in top publications

- *The New York Times*: Largest seven-day paper in U.S.
- *Women’s World*: Over 8 million readers
- *Prevention*: #1 lifestyle magazine with more than 11 million readers
- *Fitness Magazine*: Over 6 million readers
- *Today’s Christian Woman*: Over 2.5 million readers
- *Quick & Simple*: Ranks in the top 30 of 521 ABC titles
- Sun Media: Publishes widely read Canadian newspapers, over 120 titles

### Leslie makes regular TV appearances

- The Today Show
- QVC
- CNN
- Exercise TV
- CBS Morning Show
- Regis & Kelly
- The 700 Club
- The Big Ida with Donny Deutsch
- In The Loop with iVillage

### Leslie Live Appearances & Events

- iVillage’s Walk On Rock On Community Challenge, May 17, 2010
- American College of Sports Medicine: Keynote speaker at the national health and fitness summit in 2008.
- Family Circle /American Heart Association Walking Challenge 2010
- America on the Move: Leslie, along with UPMC, directs the Pittsburgh chapter of this national movement to promote more daily activity and fewer calories.

### Leslie on the Web

- Walkathome.com: Editor-In-Chief of the website, now in its 11th year.
- iVillage: Contributes as a walking expert at the nation’s number one online destination for women, with 3.4 million captive users.
- RealAge.com: Leslie is The Walking Coach for this mega site with 6 Million subscribers by Dr. Oz and Dr. Roizen.
- Diet.com: Featured blogger at the leading health and diet website.
- Basil & Spice.com: Featured in a recent article. Named one of the top 100 blogs and run by a #1 syndicated author.

### Also featured on:

- eDiets.com
- AOL.com
- Nutrisystem.com
- Prevention.com
- WomansDay.com
- ChristianityToday.com
- Guideposts.com
- Seventeen.com

# Step 4:

# Shopping For Walk at Home



## Walk at Home products fly off the shelves.



*“Don’t take that traditional stroll ... Put all your muscles in motion with Walk at Home.”*

– Leslie Sansone

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www.walkathome.com

Walk At Home is a system of walking-based moves that allow you to choose the number of miles you'd like to walk – 1, 2, 3, 4 or 5 miles. Programs are available at gentle paces for those who are new to exercise or advanced paces for the more physically fit. Some workouts even call for walking to speeds that equal a 10- minute mile.

This unique form of exercise bares no resemblance to a typical stroll around the block. This is multi-muscle walking that puts all your muscles in motion. The arms work the upper body, the core muscles fire to slim the core, and the legs move in new directions for maximum muscle activation.

### Top-Selling DVD titles:

- Walk-Eat-Lose 4 Mile Super Walk
- 5 Mile Fat Burning Walk
- Walk Slim Fast & Firm 4 Really Big Miles
- 5 Day Slim Down
- Walk Away the Waistline
- 3 Mile Weight Loss Walk

### A worldwide fitness brand with worldwide distribution

- Online store: walkathome.com since 1997
- Traditional Retailers: Wal-Mart, Target, Best Buy, Costco since 1985
- Online Retailers: Amazon, Collage Video
- QVC Home shopping Channel/U.S. and UK since 1987
- Direct to Customer/Walk at Home Office, New Castle, Pennsylvania
- TV Ads and Infomercials since 1999

### The customer reviews speak for themselves

99% of QVC shoppers would recommend Walk-Eat-Lose 7 DVD Program with Boost Cables to a friend. Some 5 star reviews include:

#### Another Good One from Leslie

*“I own some of Leslie's other walking DVDs and have enjoyed doing them, but this set with the cables is great! You get aerobic and strength training at the same time. She is a great motivator, and I think the DVDs with meal suggestions are helpful in teaching portion control. I realized that I eat waaaaay too much in a day! Thanks for offering this, QVC.”*



#### Motivation Needed

*“I was in an exercise slump. Treadmill wasn't doing it anymore; don't like walking outside; other tapes/dvds weren't motivating me. Then I tried this program—I AM HOOKED. I now walk to Leslie's DVDs 6 days a week. I love the boost cables. It is amazing in one month how my arms are losing inches. I am waking up muscles in my arms that have been asleep for years. I am a big fan –actually bought 2 different DVDs by Leslie at another retailer. Give it a try—I think you will be hooked too!!!”*

# Step 5:

# Partners in Health



**We walk together.**

American Heart Association  
*Learn and Live*<sup>SM</sup>



Nutrisystem<sup>®</sup>

WeightWatchers<sup>®</sup>

*"We welcome working with others who, like us, respect all people who seek healthy lifestyles."*

*– Leslie Sansone*

Leslie Sansone's  
**Walk at home**

[www.walkathome.com](http://www.walkathome.com)

The mission of Walk at Home is to get the world to walk more. And to make a lasting and dramatic impact on public health.

We're not alone. And by teaming up with like-minded partners, we're making the world a healthier, happier, place.

Leslie Sansone contributes her time and expertise to many health organizations including: the American Heart Association, American Diabetic Association, American Cancer Society and MDA.

## Health and Wellness Partners

- Since 1995, Leslie Sansone Walk Leader Program has Certified 150 Walk Leaders across America leading American Heart Association Walks - American Diabetes Association Walks , Breast Cancer Awareness Walks
- Since 2009, AARP includes Walk at Home workouts in their Health & Wellness offerings
- Since 2008, Walking Coach & Regular Contributor for Real Age.com - The web site created by Dr. Oz & Dr. Roizen
- Since 2007, Walking Coach & Regular Contributor for IVillage.com - NBC

## Leslie in Corporations

- New Balance<sup>®</sup> turned to Leslie for a series of workouts for their revolutionary Rock N Tone walking shoe.
- NutriSystem<sup>®</sup> looked to Leslie to develop walking workouts to incorporate into their successful weight loss meal system.
- Target stocks Walk at Home kits under its private label.
- Costco<sup>®</sup> sells Walk at Home under its private label. When sales reached 30,000 in July 2010, Costco deemed the brand a success.
- Walk at Home is always at the top of Wal-Mart retail sales.
- Kozy Shack's simplywell<sup>®</sup> snacks has done a promotion with Leslie. Healthy snackers collected two simplywell<sup>®</sup> UPCs, and got a free simplywell<sup>®</sup> Walk at Home DVD.

## Other Promotional Partners

Abbott Labs, Eli Lilly, Weight Watchers, Jox Sox, Easy Spirit, Therasense, PPG



# Step 6:

# What WALK Fans Say



**A fan base that continue to walk. And grow.**



*“When we energize our audience, it affects everything we do.”*

– Leslie Sansone

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www.walkathome.com

Over the past 25 years, the Walk at Home brand has amassed a loyal and passionate following. Each of our customers has a story. And each one reminds us why we do what we do.

For more inspiring testimonials, please visit [walkathome.com/testimonials](http://walkathome.com/testimonials).

### **Walk at Home helped give me back my health!**

*I have been walking with Leslie since 2004. I started this quest after seeing photos from my daughter's college graduation. I realized that going from 130 lbs. to 164 lbs. was a 'big' deal. I had to do something! I have a strong will to feel good and be in shape, so exercise has never been too much of a challenge. I used the tapes faithfully for that first year, and dropped back down to 125 lbs. Never felt better in my entire life. Then the phone call, that none of us wants to get, arrived on my birthday in 2007. I had breast cancer. After my bilateral mastectomy surgery I suffered from blood clots and landed in ICU for several long days. For someone who thought she was really healthy, this was a rude awakening. When I got home, I was determined to get back in shape as quickly as possible. Even though I could not use my arms right away, I started moving again. I used Walk the Walk and made myself get off the sofa and do 2 minutes of walking that first day. I kept increasing it each day and within the month I was back to thirty minutes. Using my arms was a challenge, and I had to take it easy until the doctor gave permission, but the workouts have helped me to continue to improve and I now do 2-3 miles a day. I really have to give credit to this low impact aerobic exercise for giving me back my health.*

Vicki Lewis

### **I can now say I am 100% happy with myself.**

*My church held an after house adult prayer group. Some of the ladies exercised after the prayer group. That is when you came into my life. I loved your workout. Your DVDs let me ease into an exercise regimen again. It gave me the flexibility to do things on my own terms and at my own pace. Having a newborn I had to be able to exercise at home while the baby slept. I have been working out in my basement ever since. I bought the walk slim at home system. Slowly graduated from 1 mile workout to the 5 mile advanced and the 4 fast mile DVDs. I walk with you faithfully 6 days a week. I can now say I am 100% happy with myself. I look great and I feel great. I can finally have that cookie, because I am burning so many calories with your workouts that I don't have to starve anymore.*

Allison Price

### **I am eternally grateful to this walking program.**

*I'm sending this e-mail to you (Ms. Sansone) in response to a comment you made on one of your recent videos, WALK SLIM, regarding trying to convince more males to walk off the pounds. Well, I want to assure you that this is one man who will be eternally grateful to have discovered the benefits of your walking program. My wife, Carol, was the person who recommended your videos when I decided to better manage my weight and my diabetes after too many years of neglect and over-indulgence. I've worked as a professional comic book artist for almost 34 years (I'm 53 years old) and spend the greater part of my waking hours sitting in one place. Because of my constant deadlines, getting out to a gym has always been impractical, so when Carol told me about your home workouts, I figured I had nothing to lose by trying.*

*I was wrong. I had a lot to lose—specifically pounds and inches. I began in February (of 2008) with one of your 1-mile walks and am now doing between 4 and 5 miles a day, six days a week, adding some weights to help further my muscle toning. On a recent doctor's examination I was weighed in at an astonishing 197 pounds, making my total weight loss 55 lbs in only 8 months [as of Sept. 2008]. I have gone down to a 34-inch waist, my suit size has gone down from a 54L to a 44L and my collar has shrunk down from 18.5 inches to 17. I am wearing suits I have not worn in decades and now weigh the least I have weighed since I was 20 years old.*

*At a convention signing appearance, several friends, fans and associates noted a marked difference in the way I looked. When asked how I was doing it, I proudly mentioned your name and have since recommended your program to several friends, female and male. Add to that improvements to my blood pressure, sugar levels, cholesterol and overall stamina and all I can say once again is thank you all for providing me with a program that really works. I still walk 5-6 days a week and moderate my portions carefully so I intend to stay fit and healthy for a lot of years to come. On behalf of Carol and me, thank you.*

George Perez

# Step 7:

# A Community of WALK Leaders



**Teach the world  
a whole new  
way to walk.  
Indoors.**



*"You're never alone when you  
join us for a walk."*

*– Leslie Sansone*

Leslie Sansone's  
**Walk  
at home**

[www.walkathome.com](http://www.walkathome.com)

Being a WALK Leader not only gives you a chance to motivate others, it gives you a business opportunity of a lifetime. Now, anyone who has followed Leslie's WALK program at home, can lead live WALK classes around the country, and impact countless lives.

Become a Certified Walk Leader, and we'll train you to lead walk classes at work, school, church, or in the community. It's an amazing opportunity to change the world, one step at a time. And to get fit in the process.

Let's take on the problem of obesity and chronic disease associated with inactivity. Let's embrace opportunities for wellness and weight loss. Let's get moving.

To learn more about becoming a Walk Leader, visit [walkathome.com/walkleader](http://walkathome.com/walkleader).

## Advantages of Being a WALK Leader

- **Worldwide Brand Recognition**

#1 walking program for over 25 years. Millions have walked our way, and now we're bringing WALK classes to the community.

- **8 Simple Steps and Pure Motivation**

Walk at Home is a workout for all walks of life. Our unique method of fitness walking lets you WALK miles for a total body workout. Based on the essentials of fitness, there's no better way to walk for weight loss and health.

- **WALK Team Support**

Our professional staff boasts 25 years in the fitness industry. You'll be supported every step of the way. Learning to lead is so much fun with our team coaching you.

- **The World is Watching**

Our many appearances around the country bring excitement and awareness to our WALK organization. You'll be called on often to join us in these events.

- **Continuing Education**

Updated educational resources through events, seminars, or online, led by our Certification Specialists.



# Step 8:

# Going The Extra Mile: Walk Productions Studio



**Big city stage.  
Big city lights.  
Big city  
production.**



*"If you think a non-stressful exercise like walking could never play a major role in keeping you fit and healthy, think again."*

– Leslie Sansone

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Walk Productions offers world-class, cutting-edge HD capabilities in a unique, small town setting. The official home of Leslie Sansone's Walk at Home fitness program.

The production house is located just 40 minutes from the Greater Pittsburgh International Airport and one hour from Downtown Pittsburgh – in the heart of New Castle, Pennsylvania.

This independent, state-of-the-art facility is available for rental. For rates and more information, contact us at (724) 658-1400 or [walkproductions@lesliesansone.com](mailto:walkproductions@lesliesansone.com).

### **All the high def bells and whistles.**

Walk Productions is an independent, state-of-the-art, full service HD television studio with 3,500 square feet of space. A true turnkey operation, it provides everything from a massive 70 x 50 stage and 800 amp lighting grid to a 60 x 30 green screen and 100 lighting instruments.

The well-equipped production facility also includes edit suites, a rock steady sound booth and high-tech studio control room. Not to mention, a fully functional kitchen and talent prep rooms with hair, makeup and salon amenities.

With generous parking and loading areas, it's easy to load in, and out.

### **Walk Productions comes fully equipped**

- 3 JVC 250HD cameras w/camera control units in studio setup. Cameras capable of 1080i, 720p or 480i at 60/30/24 frames.
- 1 Electronic News Gathering - ENG camera
- 20 Ft Staunton Jib with remote head
- 2 Teleprompters
- Ross 1.5 ME Multi-format digital HD switcher
- Panasonic HD-SDI Master Recorder w/ 8 Channels of digital audio
- Behringer 12 channel audio mixer
- 100,000 watts quartz Altman lights
- Expression 3 controller
- 5 Wireless Mics
- Wired telex intercoms
- Final Cut Pro V6 suite
- Adobe Creative Suite 3

