



FOR IMMEDIATE RELEASE

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Tired of the old you?

Then it's time for

NewU Fitness First Personal Trainer

Milan, Italy - 22th May, 2009 - Black Bean Games announces the finalised title for the first game in the NewU franchise. **NewU Fitness First Personal Trainer**. It is due for release on Wii™ in September 2009 and has been developed by Lightning Fish Games and in partnership with the respective industry leading brands **Fitness First** and **You Are What You Eat™**.

The title **NewU Fitness First Personal Trainer** incorporates the Fitness First branding directly, this is to reflect not only the level of involvement they have had with the development of the product, but also to assure customers that NewU is a **REAL** fitness experience. All exercises are demonstrated by real video of qualified Professional Trainer's .

NewU Fitness First Personal Trainer considers well-being as a perfect balance between physical exercise and a healthy nutritional eating, the latter having been designed by the experts at You Are What You Eat™.

“This important decision is just the first step in a series of marketing activities and strong synergies that are being executed in conjunction with Fitness First globally wherever NewU Fitness First Personal Trainer will be launched.” - Fabrizio Vagliasindi, Head of marketing Black Bean Games.

“We hope this product will not only complement what members find when they come to a Fitness First, but also encourage the “new to exercises” person to take the next step and join the gym” - John Gamble, Fitness First Managing Director.

The product web site (www.newu.me) reveals **NewU Fitness First Personal Trainer**'s strong yet extremely clear and sophisticated look, based on NewU look and feel.

About Black Bean Games

Black Bean Games is the publishing label of Lago S.r.l., which is part of the Leader Group. Leveraging 20 years of market experience and knowledge, Black Bean is ideally positioned to launch games coming both from internal and external development teams, harnessing strong licenses, original IPs and focusing on three main areas: Racing, Family & Lifestyle and Action-Adventure games.

For further information about Black Bean and its products, visit the following web site:

www.blackbeangames.com

About Lightning Fish Games

Lightning Fish Games is a videogame developer specialising in family-oriented titles for Nintendo Wii, PlayStation 3, Xbox 360, Microsoft Windows and smartphones. Established in June 2008, in Banbury, United Kingdom, Lightning Fish was founded by Simon Prytherch, Mike Montgomery and David Hunt. Despite being a new company, the team have previously released over a hundred games and been responsible for games that have sold tens of million of units.

For further information about Lightning Fish Games please visit the following website

www.lightningfishgames.com

About Fitness First

Fitness First is the largest privately owned health club group in the world with over 540 Fitness First clubs worldwide reaching over 1.4 million members in 19 countries. In the UK alone there are 164 Fitness First clubs with over 425,000 members.

Fitness First is a member of the Fitness Industry Association (F.I.A), the industry trade body which represents both private and public organisations that are involved in the fitness industry, visit www.fia.org.uk.

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