



FOR IMMEDIATE RELEASE

Media Contact:

Lynne Andrews, President

Marketing Expectations, Inc.

lynne@marketingexpectations.com

(770) 886-5606 or (404) 784-5606 cell

Professional Georgia Force AFL Football Player and Fitness Expert Carlos Martinez joins The American Boot Camp Company as Manager of Business Development

*Results-Based Fitness Company Determined to make Atlanta healthier by
"Changing the Shape of Your Life."*

ATLANTA (August 7, 2008) ~ Mari Garner, founder and president of The American Boot Camp Company (TABCC), Atlanta's leading results based fitness company, announced that former Dallas Cowboy and current Georgia Force Kicker, Carlos Martinez has joined the company as the Manager of Business Development.

Effective immediately, Carlos Martinez (Kicker for the Georgia Force, Arena Football League and formerly of the Dallas Cowboys) will be working to expand the reach of the company to communities around metro Atlanta. Martinez shares the mission of The American Boot Camp Company that fitness is a lifelong pursuit. He has worked with various fitness programs, football camps, and charity groups and founded 'The Diesel Fighting Championships,' during his four year stay in Dallas, TX . Martinez's younger brother is currently a professional Mixed Martial Arts fighter and has fought for The Diesel Fighting Championships, which is a Mixed Martial Arts organization. In 2008, Martinez also founded "Kicking for the Cure," a nonprofit fundraising initiative of the Ovarian Cancer Institute to raise money and awareness for ovarian cancer research. In his new role, Martinez will apply his vast knowledge of sports, fitness, and training to ensure that clients of The American Boot Camp Company have a unique opportunity to learn from and train with top fitness experts in the industry.

"I have a passion for seeing people succeed and reach their personal goals in life," said Carlos Martinez, Manager of Business Development for The American Boot Camp Company. "Regardless of where you are in your personal fitness goals, a lifetime of fitness starts by taking a positive step toward changing the shape of your life today! While not everyone aspires to be a professional athlete, The American Boot Camp Company has a mission to empower everyone to live a more balanced, fit and healthier life."

According to Mari Garner, founder and president of The American Boot Camp Company, the company's 4-week results-based outdoor fitness (remove boot camp) program offers cross-training workouts like no other traditional fitness program. Coupled with a nutritional regimen, this program is designed to help clients of all fitness levels get into shape. Unlike many other boot camp-like programs that only offer one trainer, TABCC has a team of dedicated and certified group fitness instructors who consistently push clients outside their comfort zone while maintaining a positive, friendly environment. This intensive training program has helped thousands of ordinary participants reach above and beyond their fitness goals.

As a nationally recognized expert and motivational speaker in the fitness industry, Garner works proactively in terms of safety and certification to stay ahead of the curve. Safety and providing an outstanding experience for her participants is of utmost importance to the program and each of the TABCC instructors are insured, trained in safety precautions, CPR, injury response, and are outdoor fitness experts. Each outdoor boot camp program is authorized through the Parks & Recreation Department of each county and receives all appropriate permitting to use the parks for monthly programming.

Mari Garner has built The American Boot Camp Company on the belief that many competitive programs fail to focus on the individual. With the addition of Carlos Martinez, The American Boot Camp Company continues to distinguish their program from the military-style camps that lack variety and personal style. "We are confident that Carlos will continue to help The American Boot Camp Company grow to meet the individual needs of our clients by offering real-life insight into living a lifetime of total fitness. Carlos has trained with some of the best athletic trainers in the world and continues to play professional sports today. His unique experience as a professional athlete gives The American Boot Camp Company and our clients a distinct advantage."

About Carlos Martinez

Martinez played [college football](#) at [Buena Vista University](#), and was a four-year letterman in football as a kicker. He was a three-time [All-America](#) selection, a three-time All-[IIAC](#) honoree. As a senior, he was also named the [NCAA Division III](#) Kicker of the Year and as a junior, he was named the team [Special Teams](#) Player of the Year. He is the all-time field goal leader at Buena Vista with 48 and second all-time in Division III. Martinez also excelled as a [punter](#) in college, with an average exceeding 40 yards. Martinez capped off his senior season at BVU in 2002 with a selection to play for the [American Football Coaches Association](#) Division III All-Star Team which represented the [United States](#) against the [Mexican](#) National Team in the 2001 [Aztec Bowl](#). Martinez was named the USA MVP by the media in attendance as he averaged 55.2 per punt (8-441 yds.) to consistently pin Mexico deep in its own end in the contest. He returned to BVU in the fall of 2006 as an assistant football coach before being called up by the Dallas Cowboys. Carlos is currently the kicker for the Southern Division Champion Georgia Force in the Arena Football League.

About TABCC

The American Boot Camp Company, Inc. is a national leading outdoor fitness boot camp provider. The American Boot Camp Company offers Outdoor Fitness Instructor Training Course and turn key boot camp program opportunities to qualified fitness professionals. For more information, visit: www.thebootcampcompany.com or <http://www.boot/CampLicense.com>.

About TABCC Founder Mari Garner

Mari Garner, owner and lead instructor is an ACE certified personal trainer, an AFAA approved group fitness instructor, outdoor fitness expert, fitness consultant and small business owner who shares her life passion for health and fitness with both clients and fitness professionals across the country. Mari currently offers a national Outdoor Fitness Boot Camp Instructor Training course approved by ACE & AFAA, two major accredited education providers in the country. Mari holds 2 Bachelor Degrees and an MBA in Finance. This fall, tune in as to watch the Atlanta 's Biggest Loser where Mari is the trainer for the red team. She resides in the Metro Atlanta area (mari@thebootcampcompany.com).

###