



mitzi dulanrd
America's Nutrition Expert®

America's Nutrition Expert[®]



As America's Nutrition Expert[®], Mitzi is a nationally recognized nutrition and fitness expert. She is an author, a Pinterest Influencer (with over 3.6 million followers), and trusted source of information who has conducted over 300 tv interviews. She has been seen on LIVE! With Kelly & Michael, The Dr Oz Show, CNN, and FOX News Channel.

As a Pinterest influencer, Mitzi recently authored *The Pinterest Diet: How to Pin Your Way Thin*. Mitzi is co-author of *The All-Pro Diet: Lose Fat, Build Muscle, and Live Like a Champion* with NFL future Hall-of-Famer Tony Gonzalez helping people learn how to eat clean to get lean. A uniquely qualified nutrition and fitness expert, Mitzi is a registered dietitian (RD) and Certified Health and Fitness Specialist (HFS) with dual degrees in both nutrition and exercise science.

She is currently the team nutritionist for the 2014 MLB American League Champions, The Kansas City Royals and served as the team nutritionist for the Kansas City Chiefs for the past eight seasons. As a busy mom and person who has struggled with her own weight, Mitzi understands the challenges of trying to lose weight and get healthy with a hectic lifestyle.

America's Nutrition Expert®
On National Television



Mitzi on LIVE! With Kelly & Michael!

America's Nutrition Expert[®]

On National Television



Mitzi is live on CNN Thanksgiving morning.

America's Nutrition Expert[®]

On National Television



Mitzi is a regular contributor on FOX News.

America's Nutrition Expert[®]

On National Television



Mitzi appearing as the nutrition expert on the Discovery Channel's program "Everything You Need to Know".



Mitzi appearing as the nutrition expert on the Emmy-Award winning reality show "Starting Over".

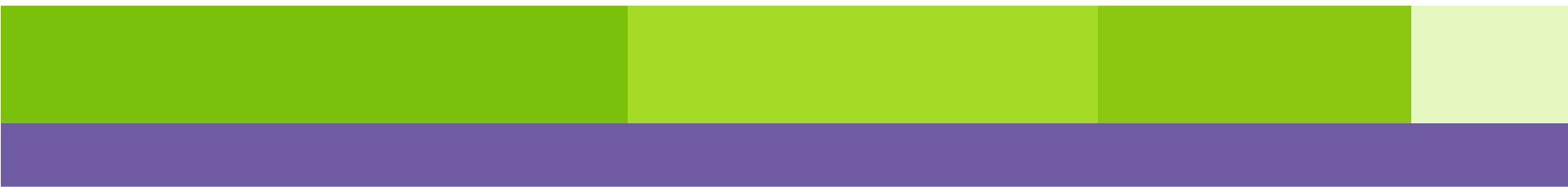


America's Nutrition Expert® Is Well Connected On Social Media



Mitzi has over 3.6 million followers on Pinterest making her the #1 Nutritionist on Pinterest in the World!

@NutritionExpert has over 18,000 followers on Twitter



SELF

WGN
america



Health



EXPERIENCE LIFE

San Francisco Chronicle

THE WALL STREET JOURNAL.

America's Nutrition Expert®

In The Media

Reader's
Digest
rd.com

live
**kelly &
michael**

GLAMOUR

Weight
Watchers®

**Woman's
World** The
Woman's
Weekly

THE DAILY
BUZZ

Us WEEKLY
Mind, Body + Spirit
fitness.
npr

FamilyCircle

Newsweek

SHAPE® **YAHOO!**

CBS

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In addition to national television appearances, Mitzi has made hundreds of local television and radio appearances to promote healthy eating for the entire family. She has extensive experience with SMTs, RMTs, co-op media tours, desksides, and editor events.

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Mitzi appearing on FOX 5 Good Day Atlanta talking about her book, *The All-Pro Diet* and healthy tailgating.

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Mitzi promoting book and eating whole foods on FOX affiliate in Kansas City.



Mitzi at a radio remote in Austin, Texas on behalf of the National Honey Board.

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A collage of magazine spread pages from 'People' magazine. The top left features a large photo of Kim Kardashian in a leopard-print bikini, with the headline 'JUMP-START YOUR DIET!' and a quote from her. To the right are three smaller photos: one of Stacy Keibler in a pink bikini, one of Jessica Miller in a pink bikini, and one of Sienna Miller in a pink bikini. Each photo includes a caption below it.

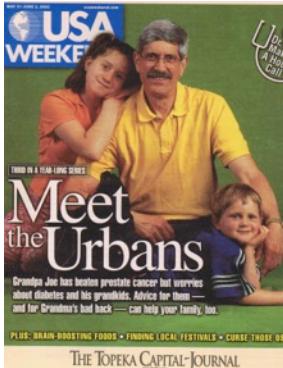
Mitzi quoted in US Weekly.

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Visit www.NutritionExpert.com and click on media for more of Mitzi in the media.

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Weekend Journal: The Restaurant of the Future

THE WALL STREET JOURNAL.

Goldman Blinks on Bonuses

Obama Defends 'Just War' at Oslo

SPORTS

Baseball's War Against Hamburgers

THE WALL STREET JOURNAL.

Duck and Cover Up: FAA Scraps Finding Contractors to Conduct Close Calls

Business and Finance

What's News

the internet

The Best Way to...

Lose weight in cyberspace

NOT QUITE READY for swimsuit season? "Eat less, exercise more," says Mitzi Dulan, sports nutrition and fitness consultant for the NFL's Kansas City Chiefs. Sounds simple, but, as we all know, it's not. Tapping advantage of the Web's ability to crunch numbers, a host of new sites have cropped up offering customized diet and exercise routines. Some even hook you up with a live personal trainer.

Start by assessing your situation. At Fitness Online (fitnessonline.com), click on "Calculators," then "Ideal Weight Calculator." Plug in your particulars to see where you stand. If you choose to sign up for the Optimize fitness system, which costs from \$10 to \$15 a month, you'll get a customized fitness program based on your food and exercise preferences. The site e-mails you menus and workouts, posts your fitness regime and tracks your progress once you plug in what you eat and how much you worked out.

At FantasyFit.com you can work with a professional trainer for \$29.95 a month. After an extensive interview, you and your trainer will develop a plan and agree on how much nudging you'll need. If you slack off, she'll notice. "We hassle people if they stop checking in. We send them e-mails and throw in a phone call," says Angela Hensley-Lay, owner and CEO of Fantasy Fit. —Christina Wood

USA WEEKEND • May 31-June 2, 2002 17

Visit www.NutritionExpert.com and click on media for more of Mitzi in the media.

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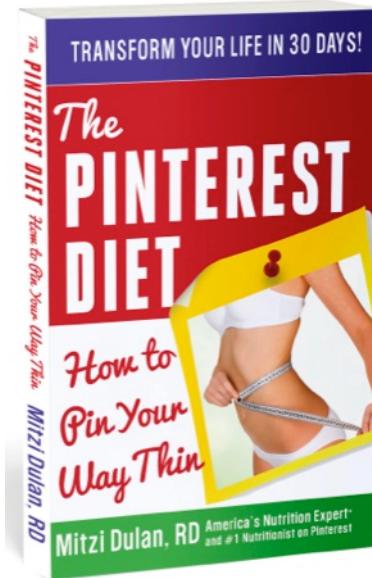
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Mitzi Dulan is author of *The Pinterest Diet: How to Pin Your Way Thin.*

Mitzi's innovative weight loss program using Pinterest reveals how you can use the social media giant for a never-ending supply of clean eating recipes, workout plans, inspiration, and support to help transform your life.

The Pinterest Diet includes:

- Top 50 Most-Satisfying Foods
- Workouts that only take 4-30 minutes
- More than 50 easy-to-make recipes
- How to "Pin 10!" to achieve your goals



Book signing with LaCroix
Sparkling Water.

Have fun losing weight with this simple, satisfying, and delicious approach to weight loss.

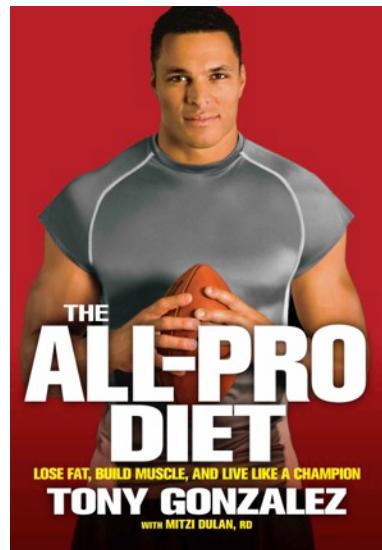
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Mitzi Dulan is co-author of *The All-Pro Diet* (Rodale, 2009)
with NFL Future Hall-of-Famer Tony Gonzalez.

Mitzi and Tony promote eating a clean, whole foods diet by choosing real foods that are as close to nature as possible.

The All-Pro Diet includes:

- 17 All-Pro Diet Eating Principles
- 38 delicious recipes
- 2 weeks of meal plans
- Sound and practical nutrition advice



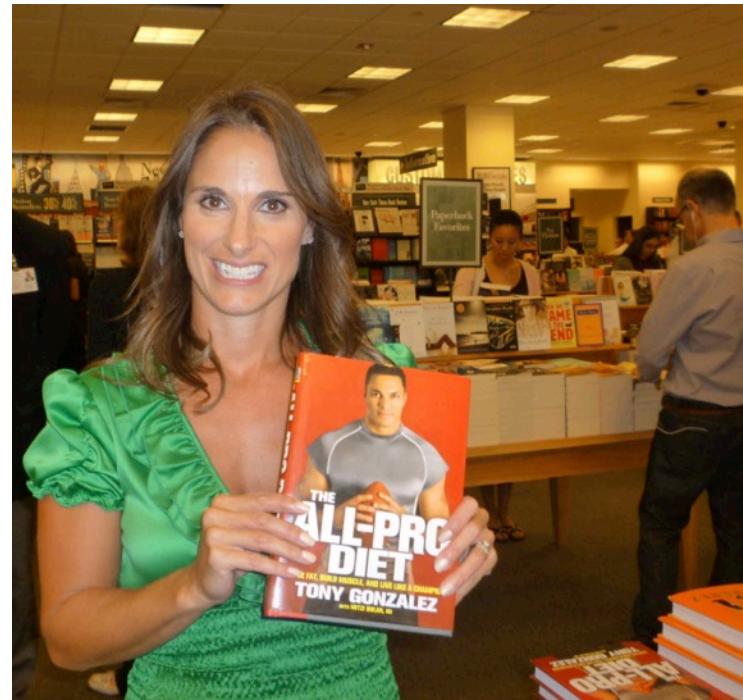
You don't have to be a pro player to reap the benefits. The All-Pro Diet is for anyone who wants to live a longer, healthier life!

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Mitzi Dulan is co-author of *The All-Pro Diet*.



Mitzi doing book signing at Barnes and Noble in Kansas City.



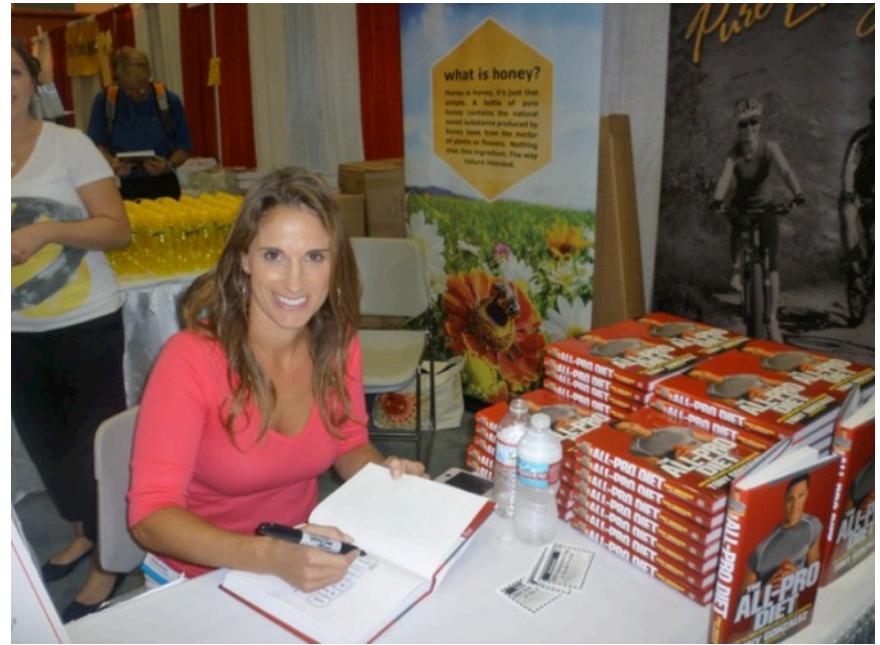
Mitzi at Barnes and Noble on 5th Avenue in NYC.

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Mitzi Dulan is co-author of *The All-Pro Diet*.



Mitzi doing book signing at FNCE for Hass Avocado Board in Boston.



Mitzi doing book signing at IDEA for National Honey Board in Los Angeles.



"Mitzi is truly one of the most EXCEPTIONAL spokespeople we have worked with. She has the perfect mixture of marketing skills and MEDIA SAVVY, is GENUINE, CHARISMATIC and WELL-SPOKEN. It's clear Mitzi loves what she does and brings great insight and passion to all her projects. We'd welcome the opportunity to work with Mitzi again."

Shawn Perkins, Publicis Dialog

"Working with Mitzi has been an absolute pleasure. She is a FANTASTIC spokesperson and really gives so much BANG for your buck. She is FRIENDLY, SMART, ENERGETIC, and willing to get her hands dirty to get the job DONE! I look forward to being able to work with her again in the future.

Christine Books, Account Executive, Porter Novelli

"Start with a foundation of knowledge and common sense tips and tricks, add an articulate message that is easy for everyone in the audience to understand and implement then cap it off with a touch of fun and what do you have...Mitzi Dulan. A must have presenter for any group that wants to know how to live a healthier and happier life."

Sandra Wiley, COO, Boomer Consulting

Testimonials

"Mitzi Dulan has personally helped me change my life! When it comes to nutrition and what to eat, Mitzi is the best! She definitely knows her stuff and is able to passionately communicate the latest diet research in a practical, easy-to-implement way."

**Tony Gonzalez, 13-year NFL Veteran,
Future Hall-of-Famer**



"In six years of working with professional spokespersons, Mitzi stands out as a SUPERSTAR. She's naturally CHARISMATIC, BRIGHT and WELL-SPOKEN, which translates to a POISED, ENTERTAINING and CREDIBLE spokesperson who's at home on screen."

Anne (Zumwalde) Salmen, formerly of Weber Shandwick

"Mitzi is ALL YOU CAN WANT in a spokesperson. She's mediagenic, cool when tough questions are asked and most importantly knows her stuff. Interview after interview for the "got milk?" campaign, she was a pro."

Kimberly Lutes, formerly of Hill and Knowlton

"As a professional athlete, I need to be lean and have enough energy to perform at the highest level possible. Mitzi Dulan not only helped me to cut body fat but also allowed me to perform at a level I never knew existed. Whether you are an athlete or a "nine to fiver", Mitzi's knowledge can help you look and feel better! As a nutritionist and dietitian, Mitzi is in a league of her own!"

Mike Sweeney, Five-time MLB All-Star, Seattle Mariners

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As a working mother of two active daughters, Mitzi is able to effectively communicate to moms quick, easy and practical ways to help their family eat better.



Mitzi's girls Josie and Jasmine.

Partial Media Spokesperson Client List:

- | | |
|--------------------------------------|----------------------------|
| Almond Board of California | Green Giant |
| American Express | Hass Avocado Board |
| Bausch and Lomb | Horizon Organic |
| Bayer | LaCroix Sparkling Water |
| Bonefish Grill | National Honey Board |
| Buitoni | National Pork Board |
| California Strawberry
Commission | Purdue Pharma |
| California Table Grape
Commission | Reynold's Wrap |
| Cherry Marketing Institute | Sara Lee |
| CLIF Bar | Setton Farms |
| Cranberry Marketing Committee | USA Pears |
| | Walmart |
| | Watermelon Promotion Board |



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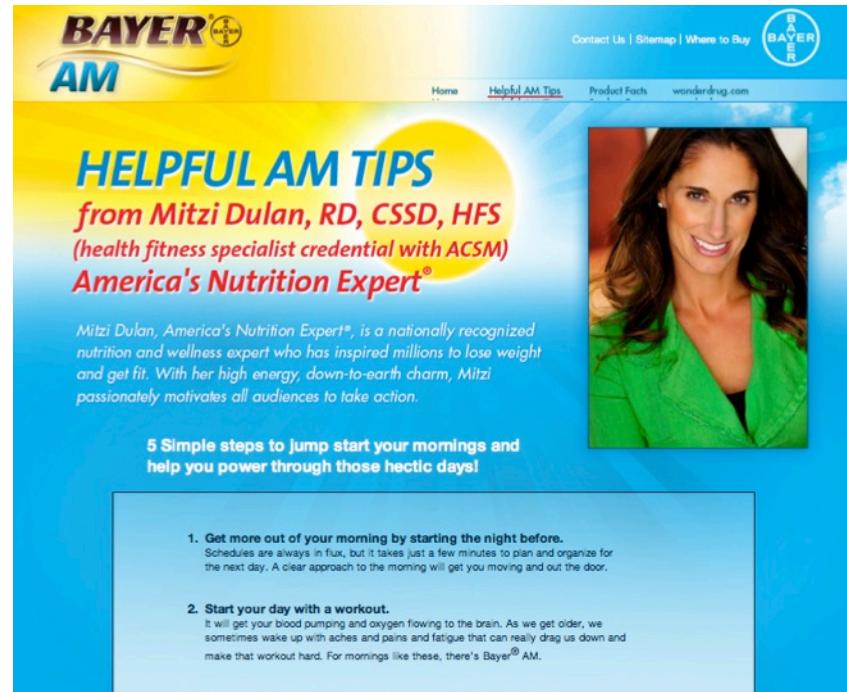
Giving Back



In conjunction with the Kansas City Royals, Mitzi spoke to children about the importance of healthy eating to do well in school and sports. It was sponsored by the Major League Baseball P.L.A.Y. Campaign (Promote a Lifetime of Activity for Youth).

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Mitzi Dulan was recently chosen to be the spokesperson for the product launch of Bayer AM. Mitzi's services were used for numerous promotional efforts including: SMT/RMT, webisode, and use name/likeness on website and other collateral.



America's Nutrition Expert®



Promotional materials for events
featuring *America's Nutrition Expert®*

Mitzi Dulan.

You are invited

to experience one of the purest foods found in nature. Unprocessed, uncompromised and nothing added. *From hive, to bottle, to you.*

Tuesday, December 2, 2008
5 – 9 o'clock in the evening
The Blossom Ballroom at the Roosevelt Hotel
7000 Hollywood Boulevard

Join the Executive Chef of one of LA's top dining spots, *Grace Restaurant*,
Neal Fraser
along with aesthetician to the stars
Christopher Watt
and America's Nutrition Expert®
Mitzi Dulan, RD
as they share how pure and natural honey is the primary ingredient for sumptuous food, radiant skin and a glowing you.

Honey-infused drinks, hors d'oeuvres and beauty treatments will be served.

Please reserve your spot at this exclusive event by calling Jessica Binder at 608.241.4141 ext. 266 or e-mailing jbinder@stephanbrady.com.

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Mitzi holding the 2014 MLB American League Championship Trophy and in the clubhouse as Team Sports Nutritionist for the Kansas City Royals.

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Mitzi loves getting in the kitchen to create great recipes for her clients to share on her social media. This Skinny Strawberry Sangria recipe has received over 169K pins!



What's next for

America's *Nutrition Expert*®?

Mitzi's first book, ***The All-Pro Diet*** (Rodale), was released in 2009. She co-authored ***The All-Pro Diet*** with Future NFL Hall-of-Famer, Tony Gonzalez, who appeared regularly as a celebrity judge on Oprah Winfrey's ABC primetime series *Oprah's Big Give*. Her second book, ***The Pinterest Diet: How To Pin Your Way Thin*** was released in October 2013 and was ranked #70 of all books on Amazon.com.

Mitzi is in discussions to create win-win relationships with food companies/commodities as potential book partners.

Mitzi continues to be pursued by numerous companies who want to leverage her credibility and communication skills to improve the market position of their product as a great option for a healthy diet. Mitzi chooses the companies she works with based on her nutritional philosophy and only promotes products she feels comfortable feeding her own family.





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Opportunities



Mitzi is available for a multitude of opportunities including:

- Use of name & likeness for TV, Print, Radio, Online & Promotions
- SMTs, RMTs, webisodes
- Recipe/food & beverage photography/pin development
- Editor events (speaking, desksides, showcases)
- Utilizing **America's Nutrition Expert's** established social media platforms to promote product. Mitzi has a large following on Pinterest, Twitter, Facebook, YouTube, blog, and newsletter.
- Ability for Mitzi to appear on behalf of your organization for ground media tours
- Personal appearances including book signings, speaking engagements, workshops and cooking demonstrations
- Consulting
- Pinterest management services for brand/company Pinterest accounts

For More Information about
America's Nutrition Expert[®]

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View Mitzi's Media Reel at: www.NutritionExpert.com