

Superstar Singer Jody Watley Releases 45 Minute "Dance To Fitness" Video This Month

New York - Platinum record selling artist Jody Watley and PPI Entertainment Group have announced the release of the star's exercise video, **Jody Watley: Dance To Fitness**. The 45 minute video, which combines exercise and choreographed dance steps, features music from the singer's two platinum albums, **Jody Watley (1988)** and **Larger Than Life (1989)**.

The video is shipped platinum and will be available at major video retail outlets on April 23rd.

"I think the time is right for a new music video concept," said Watley. "Everyone likes to dance and learn the steps of their favorite performers. **Dance To Fitness** is the ultimate video experience because it combines dance, fitness and the excitement of my live performances." Watley, who



won a Grammy Award for Best Artist in 1988, has quickly established herself as one of the more important new entertainers in the music industry. Her hits include, "Looking For A New

Love," "Don't You Want Me," "Some Kind Of Lover," and "Real Love," all of which will be included on **Dance To Fitness**.

"We are excited about the opportunity to work with a star of Jody's caliber and commitment," added Donald Kasen, president and CEO, PPI Entertainment Group. "Her unique style really comes through, and the dance steps create a whole new

way to work out." Watley, who is known for her high-energy live performances, was recently named one of America's Ten Most Beautiful Women by *Harper's Bazaar* in 1989 and chosen by *People* magazine as one of the Fifty Most Beautiful People in the World in 1990.

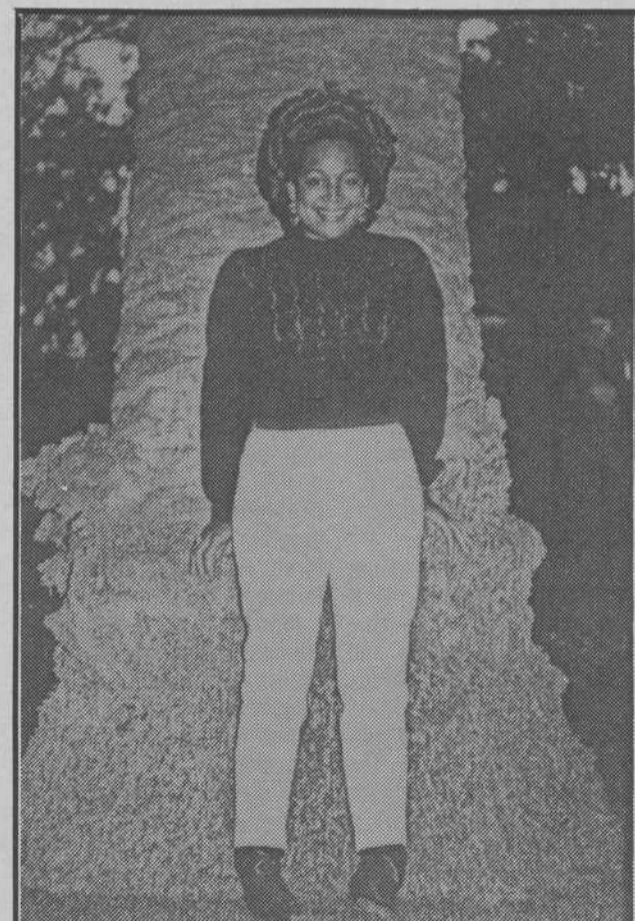
Dance To Fitness was executive produced by Donald Kasen and Dunn Pearson, Jr., vice president of PPI's Urban Division. "It is noteworthy that Jody is the first Black pop rock star to do a fitness video," said Pearson. "However, we hope to tap her appeal as a broad-based and diversified role model. Jody has the potential to reach beyond her traditional adult and young adult audience, to include young teenagers and pre-teens."

Joseph Porrello, senior vice president, A&R, who has over twenty gold and platinum fitness videos to his credit, produced **Dance To Fitness**. Internationally known aerobics expert Candice Copeland was the fitness consultant and

associate Choreographer on the video project. Copeland was named "Fitness Leader of the Year" in 1988 by IDEA, the international association for fitness professionals.

PPI Entertainment Group is a division of Peter Pan Industries, a Newark, NJ based entertainment company that manufactures and distributes a variety of videos, including movies,

cartoons and sports. Through its Parade Video division, PPI is the nation's largest distributor of home fitness video programs, and under its Peter Pan label, it is the second largest children's video and audio entertainment company in the world. Parade Video's roster of fitness stars include Jack LaLanne, Denise Austin, Leslie Sansone and Joanie Greggains.



MICHEL'LE APPEARS ON THE TONIGHT SHOW - ATCO/Ruthless recording artist MICHEL'LE made her late night television debut on The Tonight Show on April 16th with guest host Jay Leno. She performed her Top 10 single "No More Lies" and her current single "Nicety." MICHEL'LE showcased her new band that she will take on the road for her first major national tour opening for MC Hammer. The tour is scheduled to begin in May.

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