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MINNEAPOLIS-BASED TIGER ATHLETICS TEAMS UP
WITH HOT MAMA BOUTIQUES TO HELP MOMS
LOOK AND FEEL THEIR BEST
Moms “Train, Sweat, Shop and Have Fun”

MINNEAPOLIS – (May 11, 2011) – Tiger Athletics and Hot Mama boutique stores, two Minneapolis-based companies well-known for helping women look and feel their best, are launching a new partnership to bring fitness and exercise to busy moms where they shop. The “Gutts & Butts” fitness classes are offered by Tiger Athletics co-founder Stacie Clark. Clark, along with her husband Chris, are competitive athletes, certified coaches and co-founders of Tiger Athletics which was voted “Best Athletic Training” in Minneapolis (Source: *Star Tribune*). They provide functional athletic training programs and coaching for athletes age 3 to adult. Hot Mama, a chain of clothing boutiques offering designer clothing to moms and maternity clothes for moms-to-be in a mom-and-kid-friendly environment, has 17 locations in seven states and expects to have 50 locations by 2014. Together, these innovators in athletic development training and making moms look and feel beautiful will offer unique fitness classes at all seven Hot Mama Twin Cities boutique locations.

The “Gutts & Butts” fitness classes will focus on just that, guts and butts. Add high-energy, music, fun, a little sweat, and Tiger Athletics will have moms looking and feeling great in no time. Participants only need to bring a mat, towel and water for the 60-minute class. When class is finished, moms can treat themselves to shopping at Hot Mama and receive a 10 percent discount on all purchases that day.

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Cost is \$20 per class and a discounted rate is available for a class pack. The “Gutts & Butts” fitness class schedule includes:

Fridays from 9 to 10 a.m. at Hot Mama Edina

Saturdays from 9 to 10 a.m. at Hot Mama St. Louis Park (beginning May 14)

Sundays from 10 to 11 a.m. at Hot Mama Roseville (beginning May 15)

Thursdays from 9 to 10 a.m. at Hot Mama St. Paul (beginning May 19)

Sundays from 5 to 6 p.m. at Hot Mama Eden Prairie (beginning May 22)

Sundays from 6 to 7 p.m. at Hot Mama Maple Grove (beginning June 5)

Classes will be held at the Hot Mama Wayzata location beginning in June. For more information and to pre-register, go to www.tigerathletics.com.

“We are excited to be partnering with Hot Mama because we are both all about making women feel good inside and out. When you feel healthy and energetic, then you feel good about yourself and you want to show off your efforts with chic yet classic clothes,” said Clark who is also currently featured on Hot Mama’s website, www.shopmama.com, in the “Real Moms, Real Style” video.

“The partnership between Hot Mama and Tiger Athletics makes perfect sense because as moms, we understand the needs of moms and the importance of creating a positive, feel-good energy,” said Megan Tante, CEO and co-founder of Hot Mama. “Making moms look and feel beautiful is one of our core values, and our partnership with Tiger Athletics enables us to take this to a new level for our customers who can leave feeling confident that the Hot Mama within them has come alive again!”

To learn more about Tiger Athletics, visit www.tigerathletics.com, or follow them on the Tiger Athletics blog, Facebook, Twitter, flickr, or YouTube. For more information about Hot Mama, go to www.shopmama.com or follow them on Facebook and Twitter.