

'GO FOR IT! TV' Scores Big Ratings in Debut: Kids Health Lifestyle Game-Show Posts Very Strong Numbers in Targeted Demos

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"GO FOR IT! TV: The Real Challenge", an educational, healthy-lifestyle show for children scored strong ratings and share numbers in both the kids and "tweens" demographic audience in its ABC Family debut Saturday, January 5th (12 EST/ PST, 11CST). "GO FOR IT! TV: The Real Challenge" posted a 3.2 rating with Girls 6-11 capturing 12% of that television audience. Additional ratings deliveries include a 2.9 rating/11.2 share among Female Tweens 9-14, a 1.1 rating/4.1 share with Boys 2-11 and a 0.7 rating/3 share with Boys 6-11. The show, which is produced in association with Scott Sternberg Productions, is a product of the wide-ranging brand marketing and communications partnership between Mandalay Sports Entertainment and HealthSouth Corporation .

"We're extremely excited about the show's success," said HealthSouth Chairman and CEO Richard M. Scrusby. "This is a way to deliver messages about smart lifestyle choices, nutrition, and fitness to a much larger audience in a language they understand: music, entertainment, and the challenge to be the best each of them can be. Now we know we're reaching children across America and they like it."

"GO FOR IT! TV: The Real Challenge" is set in the ultimate summer camp environment, featuring teams of 11-to-14 year-olds competing in a variety of physical and mental challenges to reach a personal best. Eight teams of four kids (two boys and two girls), paired by their mutual interests (Video Gamers vs. Jocks, etc) will compete in a variety of competitions as part of an elimination tournament that spans the 13-episodes. The excitement is driven by the participation of numerous professional and Olympic athletes including soccer player Mia Hamm, former NFL quarterbacks Troy Aikman and Dan Marino, NBA star Grant Hill, and Olympic gold medalists Shannon Miller, Dominique Moceanu and Ed Moses.

The television series is based on the highly successful HealthSouth "Go For It!" Roadshow, sponsored by Coca-Cola, a live event for youths that has toured nationwide for five years and been seen by more than 3 million kids so far. The live show features musical performers and celebrity athletes delivering a positive message about healthy lifestyles, physical fitness and nutrition.

About HealthSouth Corporation

HealthSouth Corporation is the nation's largest provider of outpatient surgical, diagnostic and rehabilitative healthcare services, with more than 1,900 facilities in all 50 states, the United Kingdom, Canada, Australia and Puerto Rico. HealthSouth can be found on the web at <http://www.healthsouth.com> .

About The Mandalay Family of Companies

Founded in 1995 by top entertainment industry executive and former Sony Entertainment Chairman Peter Guber and his longtime partner Paul Schaeffer, The Mandalay family of companies stand for quality and resonate as a place where dreams become reality. With seven unique units, Mandalay is well positioned to create and distribute a multitude of communication messages, across every conceivable distribution platform.

Mandalay's family of companies include Mandalay Pictures, Mandalay Series Television, Mandalay Television Pictures, Mandalay Sports Entertainment, Mandalay E-media, Mandalay Media Arts, and Mandalay Advertising, Marketing & Communication Services.

For more information, please contact Kristi Gilmore, HealthSouth Corporation, 205-970-7824.

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