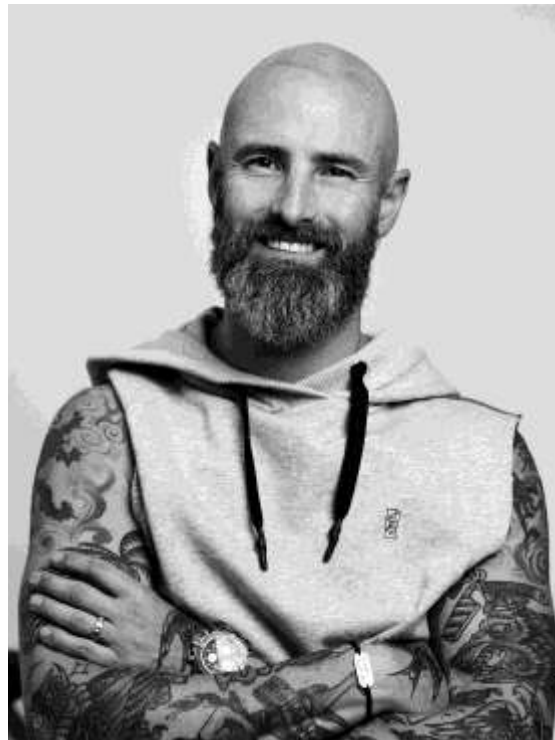


AUSTRALIAN Men's Health

MEN'S HEALTH APPOINTS FIRST FITNESS DIRECTOR CHIEF BRABON JOINS AUSTRALIA'S #1 MEN'S BRAND



Thursday 14 December, 2017: Men's Health Australia, the country's #1 men's brand, today announced one of the world's top fitness coaches, Chief Brabon will join Men's Health in the capacity of Fitness Director, effective from January 2018.

Chief, alongside his business partner and wife, Emilie Brabon-Hames founded the ultimate transformation program TransformationCoach.com which has radically changed the lives of Australian celebrities, including: Larry Emdur, and most recently, music sensation and *Men's Health* cover star, Guy Sebastian and his wife, Jules.

With over four decades combined experience in the fitness and wellness industry, Chief and Emilie have also proudly established the world's longest running and most successful bootcamp fitness program, *ORIGINAL BOOTCAMP*, with over 40 locations across two continents.

Luke Benedictus, Editor, *Men's Health*, comments: "Chief and Em are the real deal. They're two of the most respected trainers in Australia with an incredible depth of knowledge and experience. Their training programs and strategies have transformed the lives of so many people around the world and we're thrilled to have them join the *Men's Health* team."

Over the next 12 months, *Men's Health* is committed to delivering a series of celebrity transformations, led by Chief and Emilie. In addition, the duo will regularly appear across *Men's Health* – in print, digital, social and events – delivering their expert fitness and nutrition advice to readers.

Chief Brabon adds: “It’s exciting to be joining the *Men’s Health* team. I’m looking forward to working closely with them to help all our readers achieve results beyond their expectations.”

Emilie Brabon-Hames says: “Incredibly happy to be kicking off 2018 collaborating with such an inspired team.”

Men’s Health Australia recently consolidated its position as the leading men’s magazine brand in the country, with readership soaring 14% YOY to hit an all-time high of 538,000 and a collective footprint (print, digital and social) of over 2 million each month – a number in growth, 5% YOY*.

For further information, please contact:

Rochelle Griggs, Group PR Manager, Pacific Magazines

M: 0422 768 925

E: Rochelle.griggs@pacificmags.com.au

*Source: emma Sep 16-17, Market Intelligence Oct 16-17; Social media stats updated as at Nov 2016-2017