

AMI To Create Video Content For Microsoft's Bing Health & Fitness App For Windows 8.1
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NEW YORK, Oct. 16, 2013 /PRNewswire/ -- American Media, Inc. (AMI) announced today a content arrangement with Microsoft's new Bing Health and Fitness app for [Windows 8.1](#). The Health & Fitness app will, among other utilities, help people monitor their personal health, diet and exercise data. AMI, in its role, will create original video for the Health & Fitness app, as well as providing editorial content from AMI's Shape, Men's Fitness and Muscle & Fitness publications.

"We are very pleased to welcome the resources of the AMI brands," said Khushboo Taneja, principal group program manager, App Media and Publishing Group at Microsoft. "Bing's Health & Fitness app for Windows 8.1 offers a broad array of wellness content to its customers, from nutritional advice to fitness information and medical tracking tools. AMI is a well-known provider of health and fitness content and we are confident that their content offerings will be valuable resources for Windows 8.1 customers."

"Original video is an important and growing piece of our digital platform," said AMI Executive Vice President, Chief Digital Officer and Global Head of Business Development, Joe Bilman, who was hired last August to lead AMI's digital growth strategy. "We are delighted to contribute our expertise toward the health benefits that the Bing Health & Fitness app will provide."

About American Media, Inc.: American Media, Inc. (AMI) owns and operates the leading print and digital celebrity and health and fitness media brands in the United States. AMI's titles include Star, OK!, National Enquirer, Globe, Country Weekly, Soap Opera Digest, Shape, Men's Fitness, Muscle & Fitness, Flex, Muscle & Fitness Hers, Fit Pregnancy and Natural Health. AMI also manages 18 different digital sites including RadarOnline.com, OKmagazine.com, CountryWeekly.com, Shape.com, MensFitness.com, MusclevelandFitness.com and FitPregnancy.com. AMI's magazines have a combined total circulation of 7.2+ million and reach more than 60 million men and women each month. AMI's digital properties reach an average of 24+ million unique visitors and 183+ million page views monthly.

SOURCE American Media, Inc.

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