



major league
lacrosse

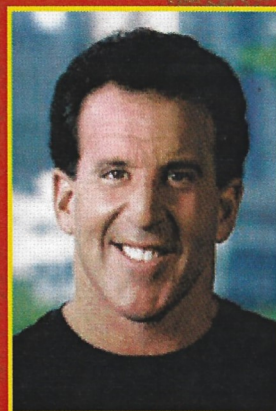
JAKE STEINFELD

FOUNDER

Jake's "Body by Jake" has long been synonymous with a fit, healthy lifestyle. Adhering to the philosophy that fitness should be fun as well as effective – and with his motto, "Don't Quit!" – Jake has emerged as one of the world's great motivators for physical and emotional well-being.

Jake has been an innovator and entrepreneur since he pioneered the personal fitness industry with a host of celebrity clients. Body by Jake Global was established in 1980 to develop merchandise, programming, partnerships, and other multimedia endeavors, all promoting the benefits of healthy living – and the motivation to get there. Jake and his Body by Jake brand have since become icons in the fitness industry.

As Chairman of the Board of Body by Jake Global, a multifaceted business and entertainment conglomerate, Jake was instrumental in the development of some of the most successful fitness products sold over the last several years. Sales of Body by Jake home fitness equipment have contributed to corporate revenues approaching \$500 million for the Body by Jake brand, and positioning Jake as one of the foremost entrepreneurial leaders of the fitness industry.



Jake's next venture was the creation of FIT TV, America's first 24-hour fitness lifestyle television network, which he grew to over 20 million subscribers before selling. Jake's newest multimedia brainchild is EXERCISE!TV, another cable television network offering fitness, motivation and nutrition 24 hours a day.

In the literary world, Jake's current endeavor is a physical and mental fitness book for teenage guys entitled Get Strong! Body by Jake's Guide to Building Confidence, Muscles and a Great Future for Teenage Guys (Simon & Schuster). His previous titles include Powerliving by Jake: Eleven Lessons to Change Your Life (Random House), and the instructional Don't Quit! (Warner Books), and Body by Jake (Simon & Schuster).

Jake has always made his passions into business, first fitness and now lacrosse. He played the game in high school and was fortunate enough to get into Cortland State University because of it. Jake "retired" from college early when he realized there was no such thing as professional outdoor lacrosse. He moved to Los Angeles to pursue bodybuilding – and the rest is history. Like most lacrosse fans and players, he always kept his love for the game. Fortunately for him and young men today who want to play lacrosse professionally, Jake's success has allowed him to make his dream a reality with the creation of Major League Lacrosse (MLL). After three years of tireless planning, June 7, 2001, marked the successful onset of the inaugural season of professional outdoor lacrosse and MLL is poised for many more fruitful years as the pinnacle of the sport of lacrosse.

Jake continues to demonstrate his philanthropic support of children's and educational organizations as well as the arts. In 1998, he founded the DON'T QUIT! Foundation. The foundation's goal is to support and educate adolescents about the value of physical fitness by establishing DON'T QUIT! fitness centers in inner city middle and high schools. The foundation is proud of the 25 centers already dedicated in cities throughout the country. In addition, he funded the Jake Steinfeld Endowment for the Arts at Regent University, a program for screenwriters, and is a founding member of the National Playwright Awards.

