

**Media Hits for Dr. Lavinia Rodriguez, author of
*Mind Over Fat Matters: Conquering Psychological Barriers to
Weight Management***

Print Interviews

Shine from **YAHOO!**

Yahoo! Shine

July 1, 2010

July 12, 2010

November 29, 2010

11,595,100 Visitors per Month

suite101.com
Insightful writers. Informed readers.

Suite101.com

July 1, 2010

7,877,810 Visitors per Month



OrlandoSentinel.com

Fitness Center blog

August 3, 2010

1,313,220 Visitors per Month

Betty
Confidential.com

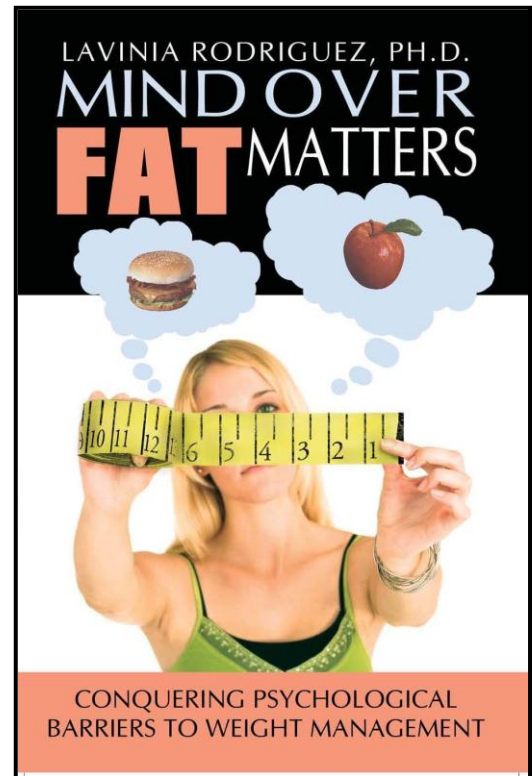
BettyConfidential.com

July 1, 2010

July 12, 2010

November 25, 2010

972,844 Visitors per Month





San Antonio Express

BodyWork blog

July 8, 2010

Circulation 620,755



Girls' Life

Based on interview with Katie Abbondanza

September 5, 2010

Circulation 365,275



Denver Post

July 19, 2010

Circulation 333,675



FitnessRx for Women

November 5, 2010

Circulation 317,597



St. Petersburg Times

March 13, 2010

March 27, 2010

April 10, 2010

April 24, 2010

May 8, 2010

June 5, 2010

June 19, 2010

July 3, 2010

July 31, 2010

August 14, 2010

August 28, 2010

September 25, 2010

Circulation 278,888

BODYMORE

Body & More

Syndicated Newspaper insert by Content That Works
Based on interview with Dawn Klingensmith,
December 3, 2010

The Charlotte Observer

Charlotte Observer

November 16, 2010
Circulation 155,995



Max Sports & Fitness

December 2010
Circulation 100,000



TribLocal

July 27, 2010
Circulation 395,200
35,142 Visitors per month



Personal Excellence

September 2010
November 2010



NEWS-Line Publications

July 14, 2010
December 2, 2010



Creators.com

August 3, 2010

133,084 Visitors per Month



Phoenix Woman

July 23, 2010

Circulation 80,000



Silk Purse Women

November 5, 2010

Circulation 65,000



Care Magazine

August/September 2010

Circulation 60,000



In Light Times

December 8, 2010

Circulation 45,000



San Fernando Sun

August 4, 2010

Circulation 35,000



Hamptons.com

July 10, 2010

December 1, 2010

33,848 Visitors per Month



The Edmonton Sun

Keeping Fit Blog

July 1, 2010

August 6, 2010

November 4, 2010

33,769 Visitors per Month



CHICKago

June 29, 2010

July 29, 2010

November 8, 2010



MomSpace

June 30, 2010



Mindful Adventures

August 17, 2010



Marvelous Girl

June 29, 2010

July 9, 2010

July 30, 2010

November 30, 2010



Chickolith

July 5, 2010
July 15, 2010
July 26, 2010

Practical Fashionista Blog

Practical Fashionista

July 14, 2010



Sky Yoga Studio

July 12, 2010
July 27, 2010



MomTV

July 12, 2010
July 27, 2010



The Republic

Columbus, IN
August 17, 2010
August 18, 2010



Daily Gleaner

August 31, 2010
Circulation 20,799

LATINTIMES

Latin Times
April-July 2010

TIDEWATER WOMEN

Tidewater Women
November 30, 2010
Circulation 20,000



Okanagan Child
July 22, 2010
Circulation 15,000



Weight Losing Ideas blog
July 21, 2010

How to lose weight in a month

How to Lose Weight blog
July 21, 2010

360boom

360boom
July 24, 2010
August 11, 2010
August 16, 2010



Skin, Inc.
August 3, 2010
10,750 Visitors per Month



WE Magazine

August 7, 2010

August 27, 2010

December 6, 2010

men and health: it's a guy thing

A health resource for baby boomers

Men and Health: It's a Guy Thing

August 9, 2010

GLOSS DAILY

Gloss Daily

August 3, 2010

Diet Programs Blog

Diet Programs - Advices and recommendations

Diet Programs Blog

August 9, 2010

WellSphere

WellSphere

August 8, 2010



VidaySalud.com

August 9, 2010

11,360 Visitors per Month



Holistic Happenings

August 11, 2010



Ezine Articles

August 20, 2010



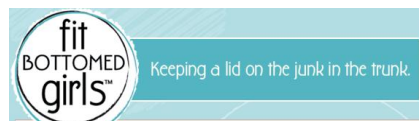
Healthy Aging

September 25, 2010



Opposing Views

October 22, 2010



Fit Bottomed Girls

October 20, 2010



Agenda Magazine

Blogaholics blog

November 4, 2010

November 30, 2010



Landsdale Reporter

December 1, 2010

Circulation 10,232



Books and Chocolate blog

December 3, 2010



Valley Morning Star

December 3, 2010



Spokane.net

December 3, 2010



Gettysburg Times

December 3, 2010

Television Interviews



Good Day

Fox Affiliate, Tampa Bay

June 15, 2010



Studio 10 TV

March 9, 2009

March 23, 2009

June 8, 2009

January 5, 2010

June 28, 2010



CTV Atlantic

Nova Scotia, New Brunswick and PEI

September 7, 2010

Speaking Engagements

Manatee Wellness Conference for Men

May 1, 2010

Seminole Heights Library

Why is it so Hard to Stick to a Diet

June 22, 2010

Fat Matters Seminar

Felicitous Coffee Shop

June 26, 2010

“Getting into Shape, Spiritually and Mentally” Seminar

Pebble Creek Community Center, Tampa, FL

August 28, 2010

Podcast Interview



Mindful Adventures

Interview with Donna Adinolfi

July 16, 2010

Radio Interviews



CKNI-FM

Moncton, New Brunswick Canada

July 2, 2010



The Don Weeks Show on WGY-AM

WGY-AM

50,000-Watt Station, Albany, NY

July 2, 2010



It's Your Health

WUML-FM

Lowell, MA

July 14, 2010

For the Record

For the Record

National Radio Show

65 million listeners

July 16, 2010



CKDG-FM

Montreal, Canada

July 14, 2010



B101.5 Morning Show

WBQB-FM

50,000-Watt Station, Fredericksburg, VA

July 21, 2010



Love & Lipstick

CJOT-FM

46,000-Watt Station, Ottawa, Canada

July 21, 2010



Chat with Women

KKNW-AM
Seattle, WA
August 4, 2010



WYSL-AM

Avon, NY
August 11, 2010



The Best of Times

KWKH-AM
50,000-Watt Station, Shreveport, LA
August 20, 2010



Girlfriend We Gotta Talk

WLEE-AM
Richmond, VA
October 5, 2010



KURV-AM

Edinburg, TX
November 8, 2010



Talk of the Town

WATR-AM
Waterbury, CT
November 11, 2010

CFWH-AM 570 kHz
Whitehorse, Yukon

Midday Cafe

CFWH-AM
Whitehorse, Yukon Territory, Canada
November 12, 2010



The Phil Main Show

CKNX-AM
Ontario, Canada
November 17, 2010



KLVT-AM

Levelland, TX
November 23, 2010



LA's Afternoon News with Maggie McKay & Michael Shappee

KFWB-AM
Los Angeles, CA
November 23, 2010



The Drive

CJOB-AM
50,000-Watt Station, Winnipeg, Manitoba
November 30, 2010



WPTF-AM

50,000-Watt Station, Raleigh-Durham, NC
December 13, 2010



TJ, Janet & Jrod in the Morning

KJYO-FM

100,000-Watt Station, Oklahoma City, OK

December 14, 2010

Coming Soon



Vim & Vigor

Based on interview with Shelley Flannery

Spring 2011

Circulation 1,311,831



First For Women

Based on interview with Jennifer Joseph

Run Date TBD

Circulation 1,251,821



SheKnows.com

Based on article submitted to Michele Borboa

24 Million Unique Visitors per Month



Experience Life

Based on Q&A with Gina DeMillo Wagner

March 2011

Circulation 616,238



Girls' Life

Based on interview with Katie Abbondanza

December/January 2011

Circulation 365,275



Oxygen

Based on interview with Judi Ketteler

Run Date TBD

Circulation 205,349



Radius Magazine

March 2011

Circulation 99,738



Dr. Lavinia Rodriguez is a clinical psychologist and an expert trained in treating eating issues and weight problems. For more than 30 years, she has observed how people set themselves up for failure through unrealistic diets and exercise programs, as well as through buying into out-and-out scams designed to take advantage of individuals who seriously want to improve their health and lives. She is concerned about people being misled regarding the most effective ways to lose and manage weight over a lifetime.

Over the years, Dr. Rodriguez has treated many people, has written articles on the subjects of eating disorders in particular and weight loss in general, and has written a book titled *Mind Over Fat Matters: Conquering Psychological Barriers to Weight Management*.