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AUDIENCE NEARS SIX MILLION PEOPLE WORLDWIDE AS FAT, SICK & NEARLY DEAD CELEBRATES SECOND ANNIVERSARY OF ITS RELEASE AND BECOMES FREE TO WATCH ON YOUTUBE.COM

TO DATE, DOCUMENTARY'S AUDIENCE HAS LOST MORE THAN SIX MILLION POUNDS AND CONSUMED MORE THAN 93 MILLION GLASSES OF FRESH JUICE

New York, NY April 22, 2013 - *Fat, Sick & Nearly Dead*, the award-winning documentary featuring the transformation of Australian Joe Cross from obesity and ill health to wellness and vitality marks the second anniversary of its release by kicking off a 60-day celebration of promotions, contests and social media events to thank the audience of almost six million and growing who have made the film such a success; and offering the film for free on YouTube.com to continue spreading the message of plant-based eating and personal empowerment.

Reboot with Joe (www.rebootwithjoe.com/celebrate), the movement that provides free tools, information, recipes and community to viewers of the film who want to follow in Cross' footsteps will

host 60 days of special events and contests including a daily Breville juicer give-away; opportunities to attend Camp Reboot, a 5-day retreat with Joe Cross; and Reboot with Joe books and merchandise. Reboot with Joe has also made the film available to view on YouTube.com for a limited time, to help more people transform their lives as Joe did.

Reboot with Joe has also released research quantifying the film's incredible impact, demonstrating how powerfully *Fat, Sick and Nearly Dead* inspired audiences to drink juice, lose weight and get healthy. As a result of seeing the movie:

- 93 Million glasses of fresh juice were consumed
- 93,00 US Tons of produce were consumed
- More than 6.2 Million pounds of weight were lost
- And over 55,000 people are now medication free

The film has been credited with driving the explosive growth in juicing in the past 24 months, earning praise from media and industry leaders around the world. In January 2013, the venerable Wall Street Journal wrote, "Appliance retailers say it has been hard to keep up with demand for juicers since (the film) hit Netflix, in July 2011".

Fat, Sick & Nearly Dead chronicles the story of two men who struggle to lose weight, overcome the same rare disease and change their lives for good. The uplifting narrative follows Australian Joe Cross on a road trip across the U.S. while he does a 60-day juice fast (consuming only fruits and vegetables in liquid form). On his transformative journey, he meets and inspires Phil Staples - a 420 lb truck driver from Iowa - to do the same. ***The Village Voice*** calls Phil's transformation "*inspiring in every sense.*" The documentary is a story about hope, wellness, friendship and our ability to change.

Joe Cross added, "***Fat, Sick & Nearly Dead*** offers a simple solution to a serious problem: we are not eating the right foods, and it's killing us. We *need* to be eating more fruits and vegetables. The film is really a call to action for all of us to look at how we eat and live our lives. After a lifetime of excess, I was able to lose 100 lbs., address a chronic and painful disease, and rediscover my vitality – by changing my diet. Knowing that in two short years, the film has inspired people to lose more than 6 million pounds, consume over 93 million glasses of fresh juice and feel well and happy is both humbling and inspiring. I'm excited to continue growing the Reboot with Joe movement, and reaching even bigger audiences now that ***Fat, Sick & Nearly Dead*** is available for free on YouTube.com".

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About Reboot with Joe (www.rebootwithjoe.com)

Founded by Joe Cross after the success of his film *Fat Sick & Nearly Dead* to educate and inspire people to achieve weight loss and health through juicing and plant-based eating. Reboot with Joe provides free tools, inspiration, recipes and community to viewers of the film who are inspired to follow in Joe's footsteps.