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More than 21 million copies of its books in print worldwide

Why is the South Beach Diet Successful?

Miami Beach -- **The South Beach Diet**, first published by Rodale in April 2003, became a runaway success, having spent nearly four years on the *New York Times* bestseller list. What's more, each of the *South Beach Diet* companion books by Miami-based preventive cardiologist Arthur Agatston, MD are also bestsellers.

The reason **The South Beach Diet** has endured? "The diet debates are over, and now everyone agrees it's not low-fat versus low-carb," says Agatston, but about delicious, nutrient-dense, fiber-rich foods." He adds, "Instead of limiting carbs, the **South Beach Diet** encourages eating the right carbs, like colorful fruits and vegetables, whole-grains, and beans. Rather than limiting fats, **The South Beach Diet** allows you to enjoy the right fats, like extra-virgin olive oil, canola oil, and fats from nuts and fish. It's an eating plan that you can enjoy for the rest of your life since you're allowed generous portions of delicious foods and even dessert!"

The South Beach Diet paperback edition has been on the *New York Times* bestseller list for a remarkable 65-weeks. Other South Beach Diet titles, also bestsellers, include:

- **The South Beach Diet Cookbook:** (Hardcover/Rodale, \$25.95/ April 2004) boasts a trifecta, debuting #1 on the *New York Times* bestseller list, #1 on the *Publisher's Weekly* bestseller list, and #1 on the *USA Today* bestseller list. It was also the largest first printing for a cookbook in publishing history, with over 2 million in print worldwide.
- **The South Beach Diet Good Fats/Good Carbs Guide: Revised and Updated** (Trade Paperback/ Rodale, \$7.99/ April 2005) enjoyed 18 weeks at #1 on the *Publisher's Weekly* bestseller list.
- **The South Beach Diet Quick and Easy Cookbook: 200 Delicious Recipes Ready in 30 Minutes or Less** (October 2005/Hardcover/Rodale/\$27.95) hit the *New York Times* and *USA Today* bestseller list and boasts 550,000 copies in print.
- **The South Beach Diet Dining Guide** (Paperback Original/Rodale/\$7.99) enjoyed two weeks on the *USA Today* top 150-bestseller list.
- **The South Beach Diet Parties & Holidays Cookbook** (October 2006, Trade Soft Cover Original with French Flaps, \$25.00 US and \$32.00 Canada) has 55 full-color photos, more than 20 menus and 150 brand new recipes. Hit the *New York Times* bestseller list in the first week on sale.

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- ***The South Beach Heart Program The 4-Step Plan That Can Save Your Life*** (January 2007, Hardcover/Rodale/\$25.95 US and \$31.95 Canada) In less than one month of its publication date, became #4 on the *New York Times* bestseller list. Simultaneously the original South Beach Diet paperback edition is also on the bestseller list once again.
- ***The South Beach Diet Taste of Summer Cookbook***(May/2007/Hardcover/Rodale/\$28.95 US and \$35.95 Canada) 150 all-new quick and healthy recipes that capture the casual, sunny essence of Florida's popular South Beach and other warm climates around the world.

Arthur Agatston, MD, is a leading preventive cardiologist, researcher, lecturer, and associate professor of medicine at the University of Miami Miller School of Medicine, and a pioneer in non-invasive heart imaging and preventive cardiology. He developed the South Beach Diet in 2003 to help his patients whose weight and blood chemistries were not improving.

The South Beach Diet – "Changing the Way America Eats"
www.southbeachdiet.com

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