



## PRESS RELEASE

### **The Biggest Loser SA Winner Announced**

At an illustrious gala show, broadcast on Monday night on e.tv, Sharon Haarhoff (28) of East London, was crowned South Africa's first winner of the Biggest Loser SA. The show ended after seven months on a high note after Haarhoff was weighed in and it was revealed that she'd lost a cool 61.8kg, which is a massive 45.74% of her body-weight. Her original weight was 135.1kg and new weight 73.3kg.



Collectively all the contestants lost a colossal 546.3 kg (just over half a ton) and 413.67% in body weight.

Dressed in an understated tight-fitting black cocktail dress and glowing with health, she received a standing ovation from the audience, as well as a cash prize worth R250 000 and an added R10 000 gift voucher from Truworths.

Says Haarhoff: "Of course it feels great to win, but more than that, I feel so proud of myself for accomplishing my dream. All the other 13 competitors were worthy and for me to have beaten them took a lot of blood, sweat and tears.

"My whole focus and aim right from day one was to win. I had to have a winner's mindset. I never want to get back to 135kg! Living a healthy lifestyle is no longer something I have to painstakingly do, it is now a part of me."

Zanele Mthembu, Head: Local Productions of e.tv, says: "We are extremely proud of Sharon's achievement. She's South Africa's first Biggest Loser and not only does she look amazing, but she's healthier and has decreased -- if not eliminated -- her risks of hypertension and diabetes. In fact, she has prolonged her lifespan.

"She's an inspiration to many women, especially young women in her age group, who are battling with weight-loss. Yes, it does take a lot of hard work but it can be done.

"This is why e.tv embarked on this program: to say to the nation, we can lose weight and be healthy. We wish her all of the best for her future endeavors particularly in keeping the weight off."

The Biggest Loser SA is South Africa's first reality weight-loss programme, in which 14 contestants competed against each other in order to lose the most weight through vigorous exercise and healthy meal plans. The ethos of the show is a focus on healthy lifestyle changes as opposed to fad diets.



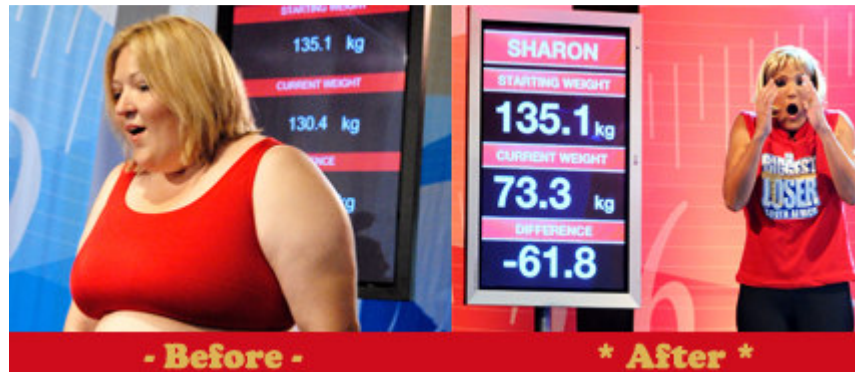
## Biggest Loser South Africa Season 1

CONTESTANT	TEAM	Starting Weight	Final Weight	Difference	Percentage Loss
<b>Finalists</b>					
John	Blue	117.6	73	-44.6	-37.93%
Asanda	Red	127.8	73.1	-54.7	-42.80%
Sharon	Red	135.1	73.3	-61.8	-45.74%
<b>Reunion</b>					
Khanyi	Blue	137.5	126.8	-10.7	-7.78%
Adil	Red	152.3	140.8	-11.5	-7.55%
Noori	Red	102.7	88.8	-13.9	-13.53%
Mpho	Blue	112.5	87	-25.5	-22.67%
Phoebe	Blue	117.9	73.5	-44.4	-37.66%
Sarah	Red	127.8	84.8	-43	-33.65%
Louis	Blue	165.3	115.5	-49.8	-30.13%
Rosemary	Blue	124	93.9	-30.1	-24.27%
Gerna	Red	142.2	95.3	-46.9	-32.98%
Jacques	Red	149.5	89.6	-59.9	-40.07%
Shakeel	Blue	134.1	84.6	-49.5	-36.91%

Collective  
Weight Loss:  
546.3 kg

Collective %  
Loss:  
413.67%

## Sharon Haarhoff (28): Paramedic - Red Team



Sharon lives in East London and has a diverse range of impressive and very special skills. They range from emergency medicine practice, to advanced driving skills, to basic fire fighting.

In addition, she has studied management assistance, advertising and public relations. She pursued a job in emergency medicine, as she wanted a job where there was a high level of satisfaction.

“I felt a deep desire to help people who are suffering with pain,” she says. “At the end of each day I know that what I did counted and made a difference in someone’s life.

“There is incredible personal and career fulfilment in reaching out and assisting people when they experience a dark moment in their lives.”

What motivated her to lose weight? “I’m in the prime of my life and I missing out on so many opportunities because I was overweight.

“Men didn’t give me a second glance. I couldn’t visit the Cango Caves, because I was too large. Most of all, I just wanted to look normal. I was always out of breath because I was so big; not a good thing in my line of work.

She says the best thing about being smaller is too look feminine again. “The last time I could wear a dress and look good in it was about 10 years ago. I wanted to so badly to look sexy in a summer dress, now I can.”