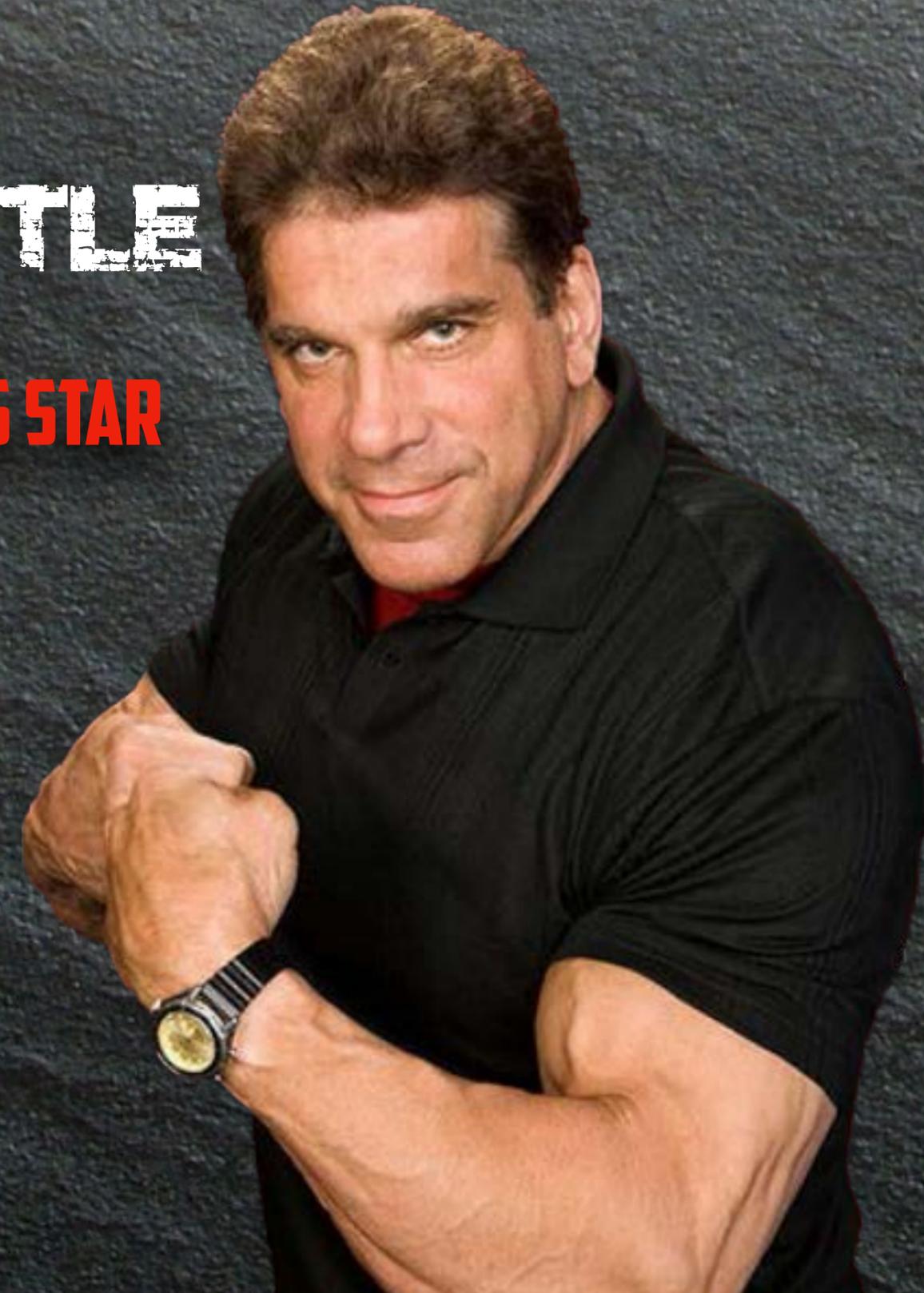
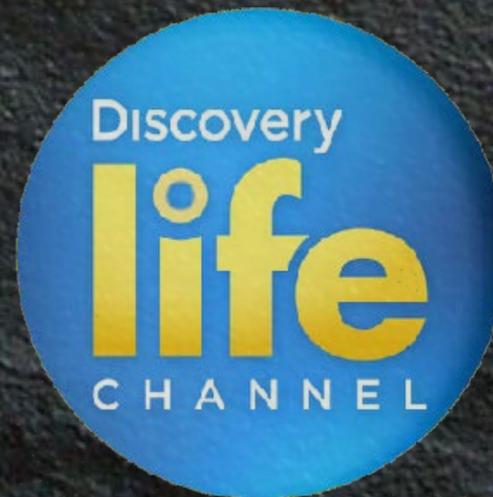


PUMPED: THE MUSCLE HUSTLE

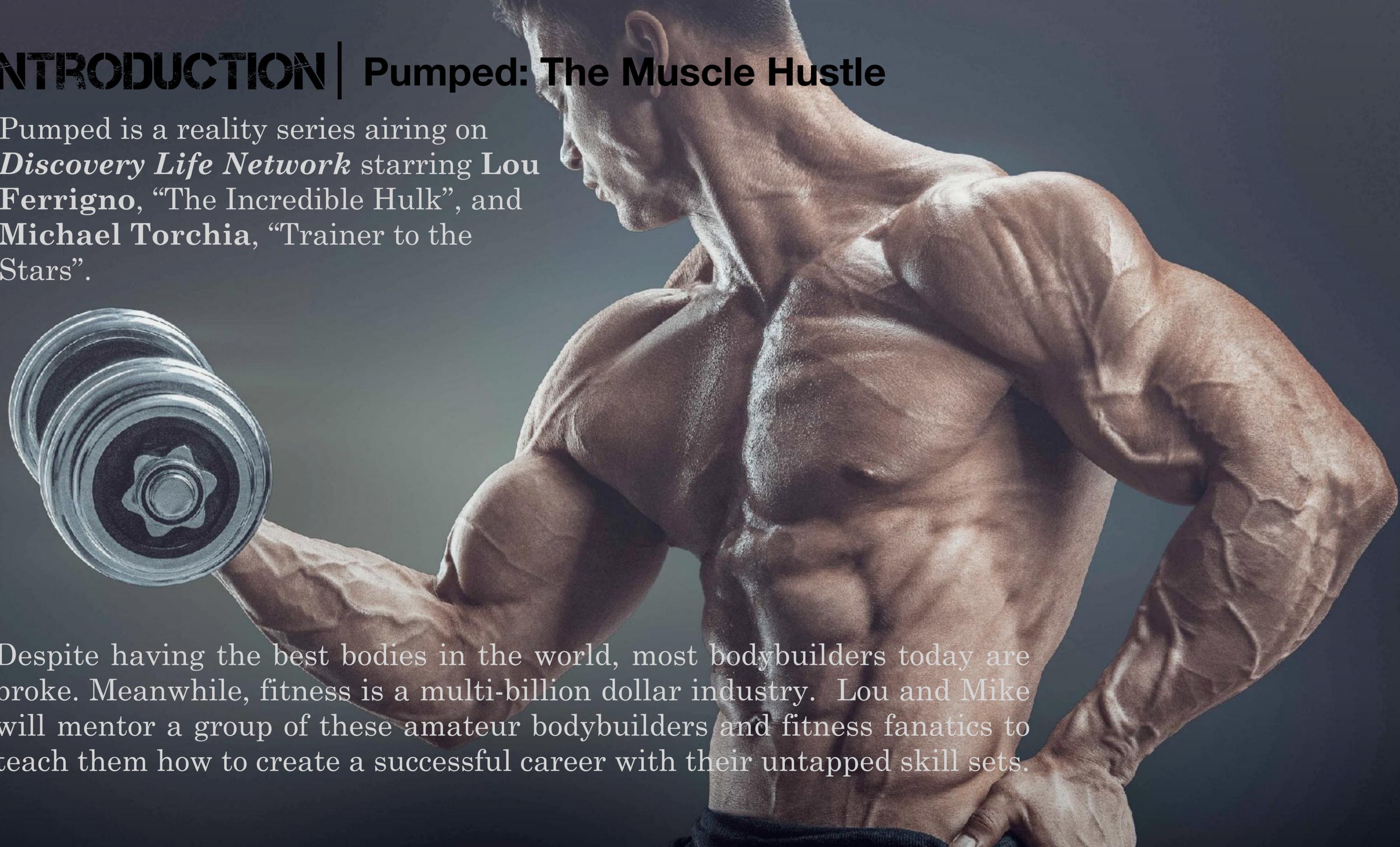
THE SEARCH FOR THE NEXT FITNESS STAR



INTRODUCTION | Pumped: The Muscle Hustle

Pumped is a reality series airing on *Discovery Life Network* starring Lou Ferrigno, “The Incredible Hulk”, and Michael Torchia, “Trainer to the Stars”.

Despite having the best bodies in the world, most bodybuilders today are broke. Meanwhile, fitness is a multi-billion dollar industry. Lou and Mike will mentor a group of these amateur bodybuilders and fitness fanatics to teach them how to create a successful career with their untapped skill sets.



PUMPED: THE MUSCLE HUSTLE | Celebrity Mentors

To add more motivational fuel to the fire, each episode will feature a well-known health and fitness celebrity, in addition to Lou and Michael, willing to lend their advice on how fitness and bodybuilding helped mold his or her career.



Daymond John
565,681



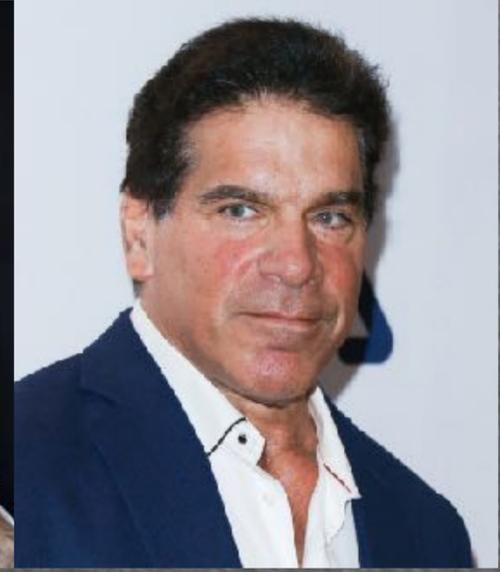
Van Damme
17,640,240



Sylvester Stallone
6,196,521



Michelle Lewin
10,400,000



Lou Ferrigno
2,469,486



The social media reach of these celebs will drive viewers to the show and add cache to the brands featured in each episode.

PUMPED: THE MUSCLE HUSTLE | The contestants

The show will focus on a select and diverse group of male and female bodybuilders striving to build their brand and become financially successful.



Who will be able to push through the pain, and have the strength, the commitment, and most importantly, the will to sacrifice everything else to be successful in the world of health and fitness?

PUMPED ON



The reach of the Discovery Life brand

Discovery Life CELEBRATES the STRENGTH of ordinary people overcoming EXTRAORDINARY odds.

SUBSCRIBERS

46.9MM U.S. Households

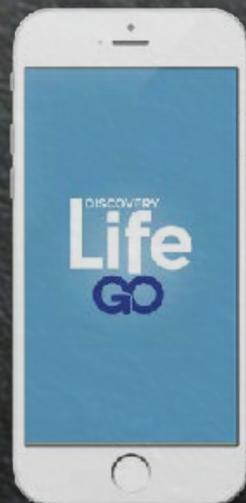
SKEW

68% Female

AUDIENCE

Median Age 58

DIGITAL



Discovery Life GO
205 Total Episodes
13 Total Series

SOCIAL



250k Fans



898k Followers



468k Subscribers



1.2k Followers

WHY TEAM UP WITH PUMPED? | Brand Integration Opportunities

Becoming a sponsor on Pumped: The Muscle Hustle is so much more than your average product placement. Products will be seamlessly weaved into the story arc of each episode.

contestants have been challenged to create a workout circuit using this branded equipment



They are also wearing branded clothing that they are testing for performance during their workout.

PUMPED LEAD SPONSOR | Fitness Wear

Koral is expanding and launching their new line of men's fitness clothes which will be featured, along with their established line of women's workout gear.



OUR MANTRA

In a world where you can be anything, be unstoppable.

OUR ETHOS

Balance is the essential strength of our core.

OUR STORY

We create fashion-forward activewear designed to empower women to live, look, and feel her best.

**PROMOTE YOUR PRODUCTS AND BRAND ON
DISCOVERY LIFE'S HOTTEST NEW SHOW**

**PUMPED:
THE MUSCLE HUSTLE**

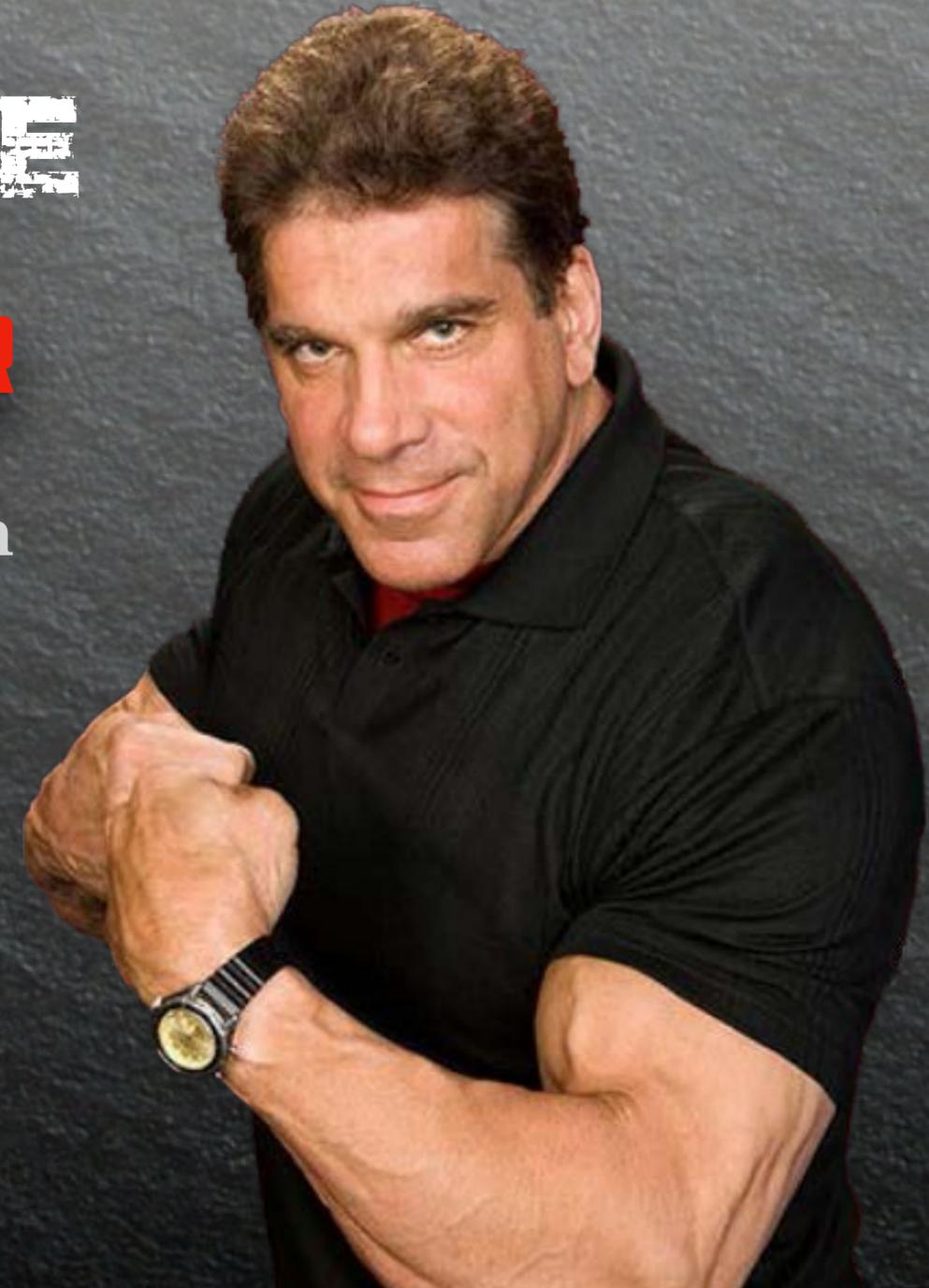
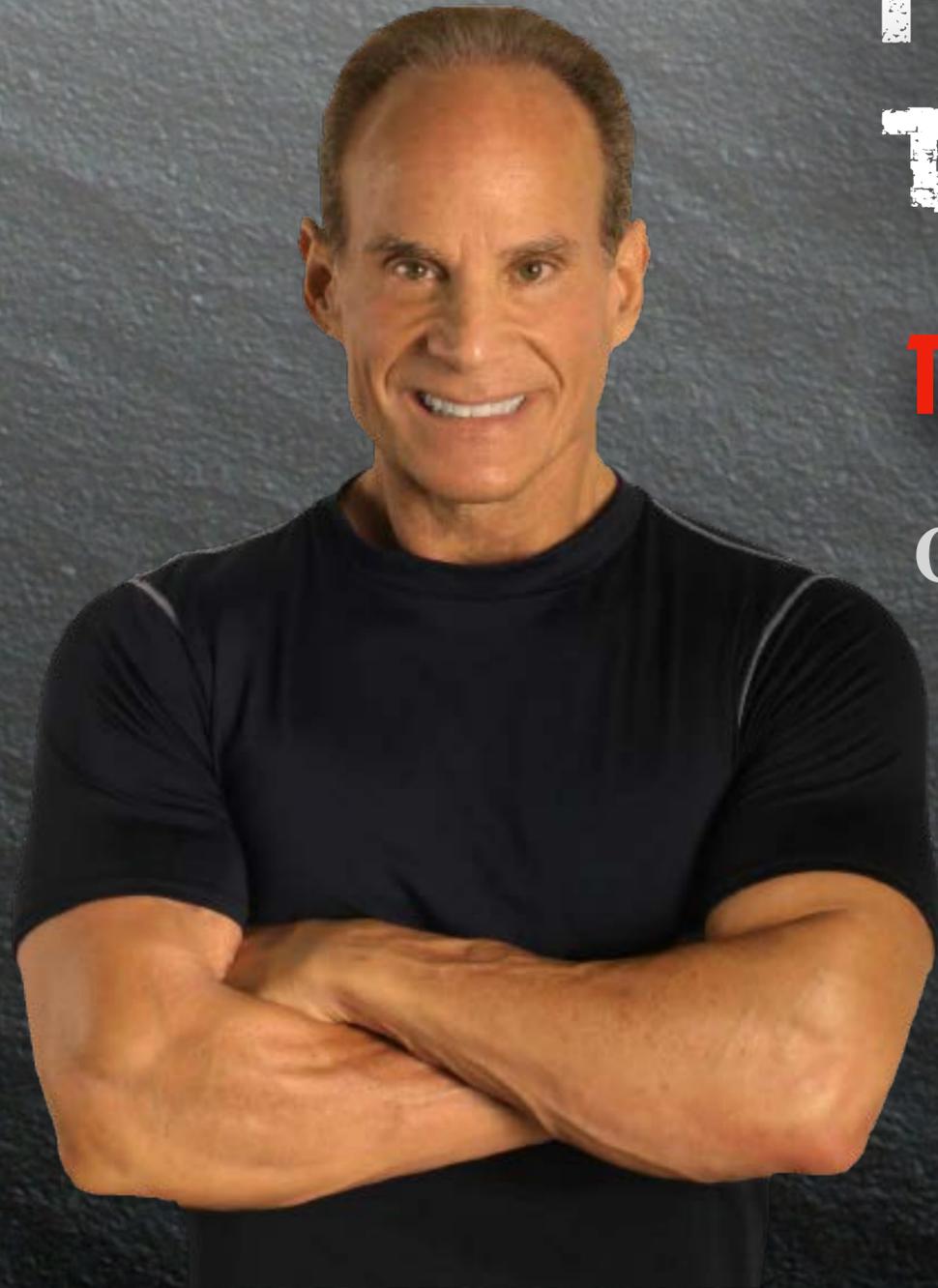
THE SEARCH FOR THE NEXT FITNESS STAR

Contact us to develop your custom
sponsorship package

Michael Torchia

Cell: 310-650-5595

michael@rebelentfilms.com



PUMPED: THE MUSCLE HUSTLE

Michael Torchia

Executive Producer/Creator

David Lyons

Executive Producer/Creator

Lou Ferrigno

Executive Producer

Andrew Bishop

Executive Producer

