



VITALITY



LIFE

with Curtis Adams

THE SHOW

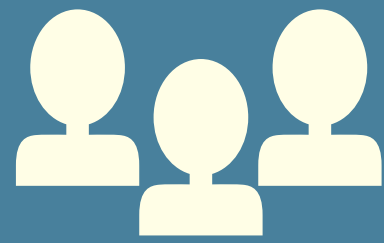
VITALITY 4 LIFE

Finally, an exercise show that caters to a different crowd. Who knew you could get an awesome workout without getting on the floor or doing high impact movements- we did! Every program is specifically designed for active adults age 45+.

VITALITY  LIFE



REACH



These shows & videos are evergreen and will be watched for years to come



JLTV REACH

- 40 million homes
- 30 minute TV show
- 7 days per week, 2 times per day 7am & 10am ET
- Broadcast on every major cable & satellite provider
- +57% over national average/ income \$100,000+
- +150% over national average/ income \$250,000+



YOUTUBE REACH

- Views 1.6M
- Watch time (hours) 157.8K
- 400.4K impressions (monthly)
- 38% subscriber increase (monthly)

SHOW DETAILS

NO GYM? NO PROBLEM!

Every episode is action packed with fun & effective exercises to build strength, endurance, trim waistline, strengthen core, and increase balance.

ALL EXERCISE SHOWS ARE NOT CREATED EQUAL

Unique locations, expert instruction, and charisma that reaches through the TV screen makes Vitality 4 Life with Curtis Adams unrivaled.

FUN WHILE YOU EXERCISE

Yes, really! Every workout is exciting. From cardio boxing in a real boxing ring, to a 50s inspired workout in a classic car museum to iso-dynamic training in front of a 50-foot shark, to stunning marina and yacht views or training inside a tea house. We have done it all.



EXPOSURE

JLTV DISTRIBUTION

JLTV is a huge national platform broadcasting to over 40 million homes and is present on every major satellite and cable provider.

JEWISH AUDIENCE

JLTV is the ONLY 24/7 network focused on the Jewish lifestyle and culture reaching a +40% higher proportion of Jewish households than other networks. *

DEMOGRAPHICS

JLTV offers impressive revenue opportunity because of intensely loyal audience, more educated and a significantly more affluent demographic.*

+57% over national average/ income \$100,000+
+150% over national average/ income \$250,000+

NON-JEWISH AUDIENCE

JLTV demonstrates a broad appeal of programming and delivers to +90% non-Jewish households. *

*Source: Kantar Media, DIRECTViews

EPISODE RUNDOWN

WARM UP

0 - 2:00

Slowly warms up, having great 1 on 1 conversation with Curtis

FEATURE SEGMENT 2

9:30 - 15:30

Focuses on workout of the day: example- core

MINUTE OF WELLNESS

21:00 - 23:00

Curtis gives fitness tip or speaks to an "expert" about health-related topics.

FEATURE SEGMENT 1

2:00 - 9:30

Focuses on workout of the day: example- cardio

COOL DOWN, STRETCHING, BALANCE

15:30-21:00

Slowing down, Curtis gives congrats & has 1 on 1 convo





UNIQUE FACTS



EVERYONE CAN DO IT!

A seated modification
was developed for
every exercise so
everyone can do them



INTERNATIONAL BROADCAST

The show took
off in Hong Kong
& is viewed by
millions



DIVERSITY OF AGE

Exercise talent
on the show
ranges from
age 40-95



COMPASSION & CHARISMA

Curtis Adams, host, has
a heart for the viewers
that can be felt
through the screen



JILL
ADAMS
Producer



ANNIE
DAVILA
Director

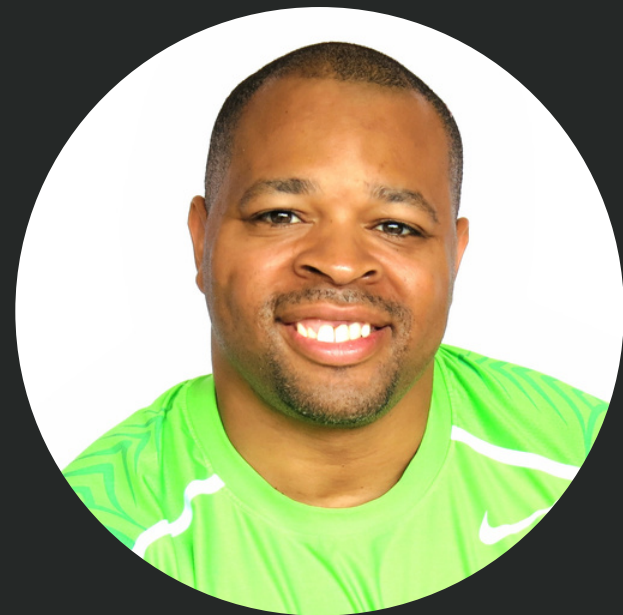


STEPHAN
LONG
Sound Mixer

THE TEAM



TALENT OVERVIEW



CURTIS
ADAMS

Host, Age 45



DAVID
MOYE

Age 47



LINDA
MOYE

Age 46



ROSE
TURCHIN

Age 92



MILLIE
WARD

Age 88

THE FIRST EXERCISE PROGRAM THAT EVERYONE CAN DO.
AWESOME WORKOUT AT ANY AGE.



You Tube

Influencer

Millions of views

Thousands of comments

38% monthly subscriber growth

Curtis is making his mark
on YouTube

Views

1.6M

Watch time

157.8K (hours)

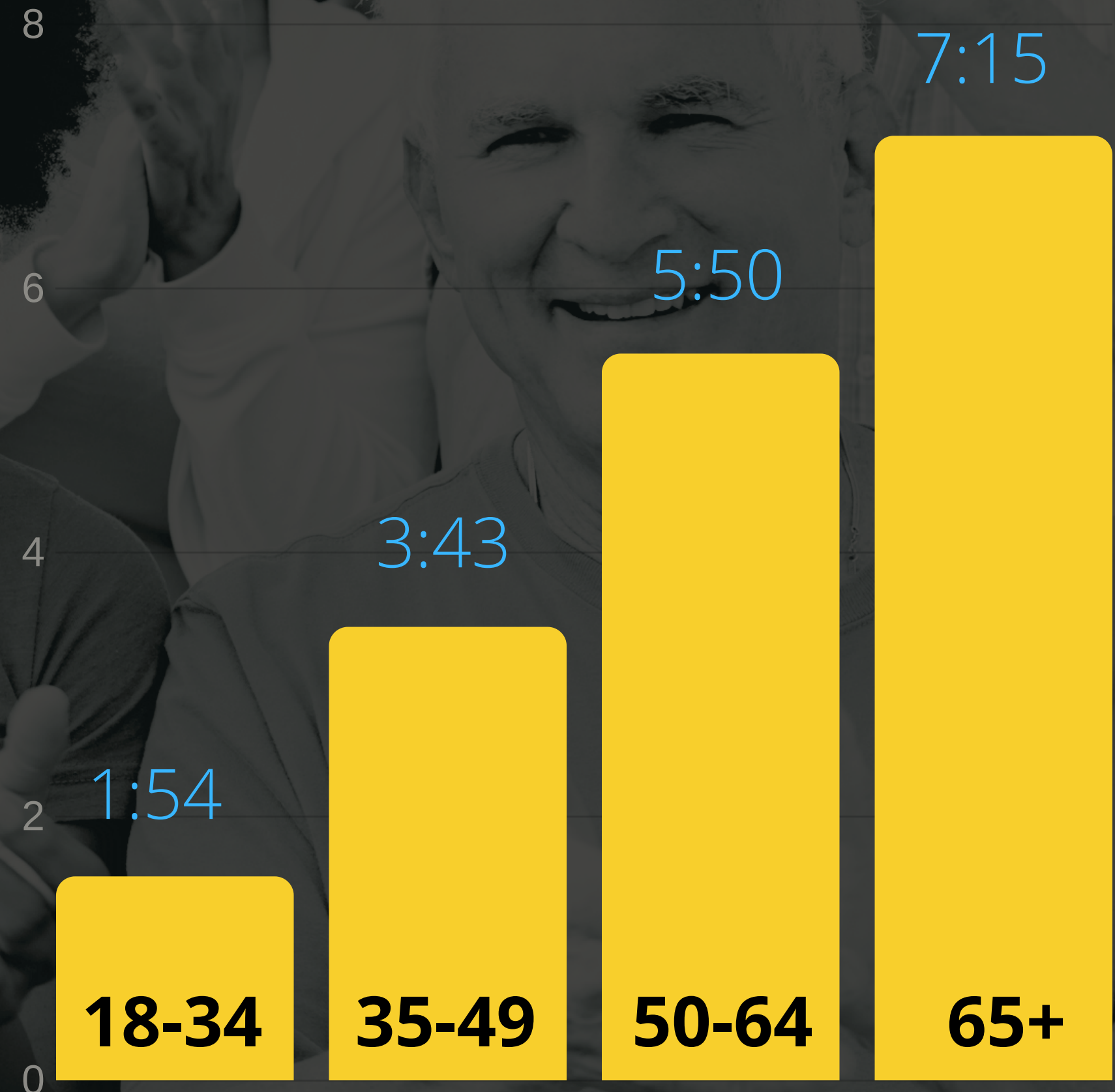


TARGET AUDIENCE



The pace, talent, locations and music were all specifically selected to appeal to target audience age 45+. The workouts were thoughtfully designed to meet the fitness levels of this age group by offering modifications for each exercise. Over 35% of this demographic exercises regularly & are the most avid TV watching group.

HOURS SPENT WATCHING TV DAILY

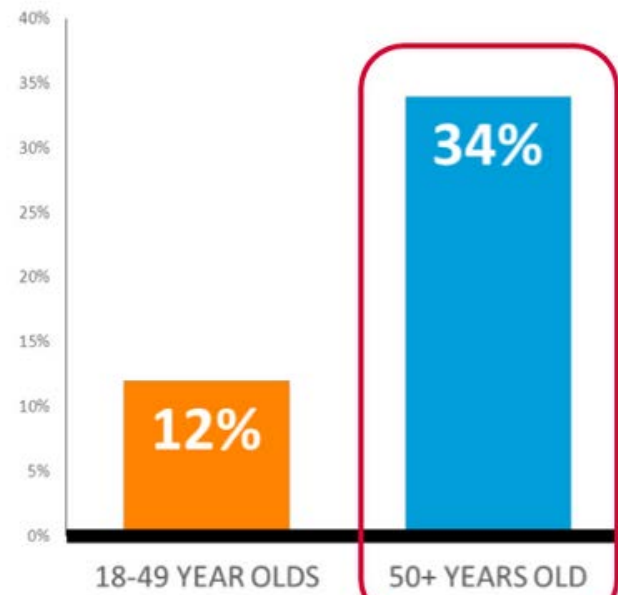


*Source: The Nielsen Total Audience Report

TARGET AUDIENCE AT A GLANCE

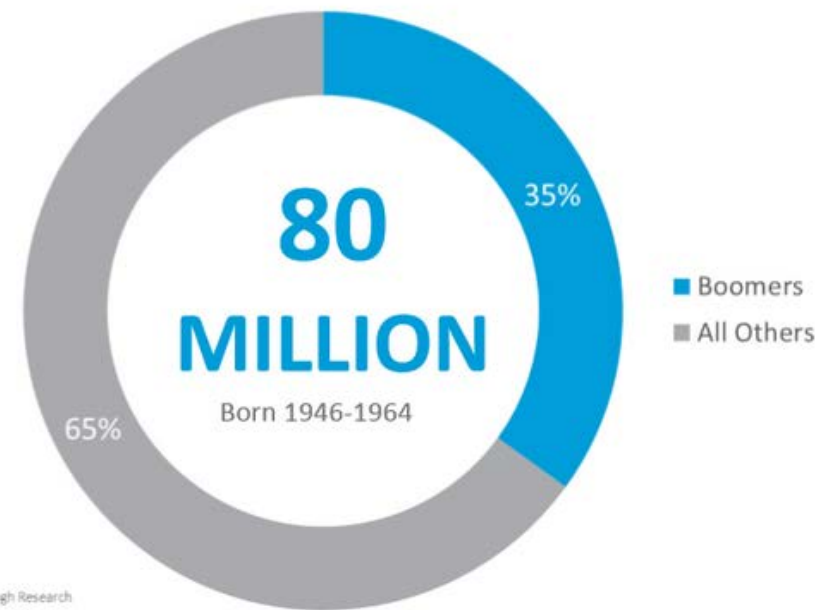
LARGEST GROWTH RATE

GROWTH RATE OVER NEXT 20 YEARS



MASSIVE BOOMER POPULATION

US ADULT POPULATION



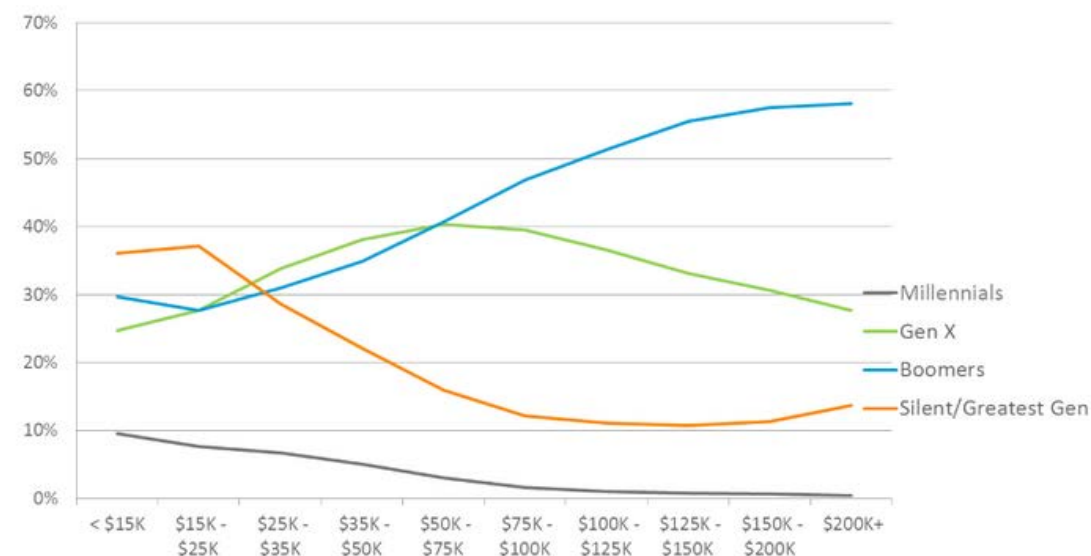
Source: Scarborough Research

IN 5 YEARS



INCOME BY GENERATION

63% of Boomers have at least one person in the HH working full time



STILL DOING WHAT THEY'VE ALWAYS DONE

Annual \$ per household among category buyers

	MILLENNIALS	GEN X	BOOMERS	GREATEST GEN
BABY FOOD	\$119	\$89	\$48	\$38
CARBONATED BEV	\$104	\$127	\$131	\$92
CEREAL	\$88	\$86	\$70	\$63
COFFEE	\$54	\$67	\$81	\$76
PAPER PRODUCTS	\$107	\$125	\$123	\$117
WINE	\$63	\$100	\$125	\$129
NUTS	\$26	\$34	\$47	\$46
ICE CREAM	\$28	\$35	\$39	\$42
PET FOOD	\$120	\$173	\$233	\$215
VITAMINS	\$69	\$82	\$104	\$132
BEER	\$91	\$113	\$155	\$125

GUESS WHO'S SHOPPING ONLINE



*Source: The Nielsen Total Audience Report

CONTACT US



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