

The Perfect Antidote to Too Much Turkey

OPERATION: OSMIN BLACK FRIDAY MARATHON TO AIR ON NUVOTV

ONLINE CASTING CALL FOR NEW RECRUIT

LOS ANGELES - November 17, 2011 – After too much turkey and all the trimmings, it will be time to check out the *Operation: Osmin Black Friday Marathon* on nuvoTV, airing the day after Thanksgiving -- Friday, November 25 starting at 1 p.m. PT/ET. Watch psychotic trainer Osmin Hernandez put first season recruits through their paces, as he transforms their lives and bodies in just 30 days. During the marathon, viewers will be directed to apply for the online casting to become Osmin's newest recruit. The individual selected will participate in a one-week training session with Osmin and will appear in their own training webisode.

Osmin Hernandez was part of an elite Cuban military unit, but discharged for being clinically insane. He made a daring escape to the United States with two of his friends on a handmade raft. He was the only one to survive the journey through the shark infested waters of the Florida Strait. Fast-forward to today, where he is considered one of the most sought after trainers in the country —former clients include Anna Kournikova, Matt Damon and Mark Wahlberg.

In this new chapter of his career, Osmin is now subjecting everyday men and women to his unrelenting, unapologetic and bizarre regimen. While the workouts are hard, the mind/body transformations are unforgettable as recruits learn what it takes to improve their lives and take charge using the tools and techniques only Osmin can teach.

Fans who think they are up to the challenge of a weeklong work out with Osmin in Miami, all expenses paid, will need to tune into the *Operation: Osmin Black Friday Marathon* to obtain an entry code that will appear on-screen and go to www.mynuvotv.com to register for the opportunity to participate. Deadline for submissions is **December 9, 2011**. The new recruit will be announced in January during the premiere of *Operation: Osmin* Season 2.

Viewers and fans across America are also following *Operation: Osmin* on Facebook at www.facebook.com/operationosmin where they can view past episodes, exclusive video and photos from the show.

Operation: Osmin is produced by executive producer Eric Evangelista and Hot Snakes Media.

About nuvoTV:

nuvoTV (mynuvoTV.com) is the first and only English-language television network created for American bi-cultural Latinos 18-49.

Vibrant. Bold. Driven. nuvoTV embodies the spirit and lifestyle of today's bi-cultural Latino. From lifestyle and comedy to music and movies, nuvoTV's unique line-up consists of 70% original programming all shot in high-definition.

nuvoTV is available in major markets including Los Angeles, New York, Miami, Chicago and San Francisco / Bay Area, as well as all 15 of the top 15 Hispanic DMAs. Major distribution

partners include AT&T U-verse, Comcast, Cox, Dish Network, Time Warner Cable and Verizon FiOS.