

LIVE WELL

with **Dr.** Mario

“Closing The Gap on What Matters Most”

PITCH DECK



A One-Hour Daytime Talk Show

“LIVE WELL with DR. MARIO”

Exploring new possibilities
in health & wellness to
revolutionize your life.

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ABOUT THE SHOW

This show is a collaboration of a wide variety of expert health and wellness practitioners shared from the perspective of a Harvard, Yale, and Columbia-trained, conventional, and highly relatable M.D. physician who explains things in a way that can be easily absorbed and applied by the general public.

With major changes in health and our healthcare system, individuals are more interested than ever in advocating for their own health. The art and science of healing has expanded far beyond doctors and conventional medicine, as we collectively explore nutrition, Eastern medicine, healing arts, and new ideas and technologies that enhance health and wellness.

Right now there is a major crisis in global health. People everywhere are scrambling to get the best information about what to do, and spending billions to try to figure it out on their own. There is an unprecedented need for guidance by a reliable, competent leader who can share how to implement the latest understandings in health that will make the greatest difference for you. Currently, physicians are still being looked toward to lead the way in this.

With a Latino host, this show will have a strong cultural affinity for and connection with the population of over a billion Hispanic-identified people, who previously were not included in mainstream American TV.

This is a significant appeal, as this is one of the most rapidly growing and influential populations in the US.



OUR HOST

Dr. Mario Torres-Leon

Meet DR. MARIO



Mario Torres-Leon, M.D.

Dr. Mario Torres-Leon, a native of Puerto Rico, is a Harvard, Yale, and Columbia trained board certified Interventional Radiologist. He is the Founder and CEO of Global Medical Innovations, LLC; Co-Founder of the Surgical Drainage Awareness Foundation and Co-Director of the Surgical Drainage Awareness Month global initiative.

Dr. Mario is a medical innovator and inventor who holds multiple patents to his name and through his technologies is committed to establishing the global gold standard in patient-centric and minimally invasive surgical devices. Freedom Belt, one of his simplest and most life transforming devices for patients with medical drainages has recently been seen on National TV.

After his Harvard years, he was responsible for the introduction of revolutionary minimally invasive liver and kidney cancer treatment modalities to the state of Massachusetts in the United States.

Dr. Mario has also been an international personal development and health coach speaker and author. Through his work he has been able to reach and impact the lives of millions of people with broad backgrounds throughout the world.

Dr. Mario, as he is known on media outlets, is a sought after frequent co-host and guest on American National and Local TV shows across the country and has also co-hosted his own Top Ten radio show on iTunes, “Thrive Doctors Radio”.

His latest project is the creation of his own TV show and network which holds the vision of “Closing-the-Gap” for 1 billion people.

THE CREATIVE TEAM

*"It is said that a successful journey depends on your traveling companions.
That's exactly why this team was assembled."*

- Johnny Arreola

Johnny Arreola (Executive Producer)

JOHNNY ARREOLA has earned his reputation as a distinguished producer [internationally], through his persistent attitude and established connections.

With gleaned knowledge through references including **The Jerry Springer Show, The Ellen DeGeneres Show, ABC 7 Chicago's Windy City LIVE**, sports entertainment for **Don King Boxing, HBO, Telefutera** & prestigious Award Shows, Johnny has grown up with a passion for show business. He began his journey acting in theatre, commercials & independent films. It is this perspective of being on the other side of the table that adds to the depth & strength of his success as a producer.

Since the inception of his company, **VISION Studios**, Johnny has successfully created & produced multiple Internet Television shows including, "**What's Your 2wenty**," an inside look at the entertainment industry without the gossip, and a pioneering documentary series with the prestigious **Goodman Theatre** entitled, "**Backstage At The Goodman**," highlighting the process of making a theatrical production come to life.

Through Johnny's creation of What's Your 2wenty, he has promoted films from these Hollywood Studios: **Universal, Paramount, Sony, Sony Picture Classics, New Line Cinema, Miramax, Warner Brothers., Lake Shore Entertainment, Dimension, TBS, TNT, Overture Films, Dreamworks Pictures, Spyglass Entertainment, 20th Century Fox.**

Mr. Arreola is a current **DGA Member** (Director's Guild Of America) and was honored to receive a **Michaelangelo "David Award"** for professional promise and achievement by the **ITALO Foundation** in 2009.

With various projects in different stages of development, Johnny is developing Television programming & currently in negotiations with Sales Agents / Distributors for 3 Documentary films, one of which is getting international recognition in **THE HOLLYWOOD REPORTER** for **ANNE FRANK; THEN AND NOW** & an independent feature film called, "**IN BETWEEN ENGAGEMENTS**" with **2 Time Academy Award Winning Producer BRANKO LUSTIG** (Schindler's List, Gladiator) including a collaboration of producing films with veteran film actor, **ARMAND ASSANTE**.

Johnny has recently expanded his company's 'vision' with **THE MARKETING AGENCY**, providing high end quality services to celebrity clients, commercial productions, small businesses, entrepreneurs and film companies for Web Design, Online Marketing/Branding, Video Editing, Social Media Management/Consulting, Tv/Film Production Services, Search Engine Optimization(SEO).

As a Digital Marketing Consultant, **Johnny** has become a branding strategist with clients including; B96's **Showbiz Shelly**, nutritionist for the World Champions **Chicago Cubs**, **Dawn Jackson Blatner, Armand Assante Enterprises, Independent Filmmakers & Entrepreneurs** on how to grow a social media following and effectively market a product, brand or service to a targeted audience.

Mr. Arreola serves as the Executive Producer for the show regarding all aspects of growth and profitability.



Kim D'Eramo, D.O. (Co-Executive Producer)

Dr. Kim D'Eramo is a physician, speaker, bestselling author of **"The MindBody Tool Kit,"** and founder of **The American Institute of MindBody Medicine.** She completed Emergency Medicine residency training at Emory University and received her board certification from the **American Board of Emergency Medicine.** Dr. D'Eramo attended medical school at **University of New England College of Osteopathic Medicine** and received her **Doctor of Osteopathic Medicine (D.O.)** degree. She completed her fellowship training in Neuroanatomy and Osteopathic Medicine, centered on the Mind-Body connection and the body's ability to heal itself.



Dr. D'Eramo has established multiple online programs, courses, and resources including: Be the Medicine Program for Practitioners, Embracing Health, The Instant Elevation Program, The Tapping Solution for Autoimmune Illness, TappingKids.com, Emotional Freedom Technique (EFT) Tapping Prescription, the Radical Health Coaching Program, and the Mind Your Body online program. She established The MindBody Community online to assist large groups in integrating MindBody Medicine into their lives to heal chronic illness.

Dr. D'Eramo created and wrote the content for **"Live Well with Dr. Mario,"** She has appeared multiple times on national television, and has established a following on [YouTube](#) and [Facebook](#) sharing MindBody Medicine with patients and practitioners. She has created multiple online training programs, and conducts live group programs and retreats to assist patients with self-healing and assist health professionals with integrating MindBody Medicine into clinical practice. Dr. D'Eramo can be found at DrKimD.com

Dr. Kim serves as a Co-Executive, Content Producer & overall Creative for the show.

Linda Monty (Marketing)



Linda Monty has over 25 years of Marketing Management /Branding expertise serving various industries; Manufacturing, Retail, Real Estate Development, Government, Public Relations, Fashion, Interior Design, Associations, Tourism, financial institutions, Technology and more.

She has also produced photo shoots around the world for some of the largest fashion brands, including **Tommy Hilfiger, Donna Karan, Burberry, Hart Schaffner Marx, Jack Nicklaus, Austin Reed, Cornelian Krizia** and more and turned the creative into complete B2C and B2B campaigns. Her extensive experience in all facets of a campaign, production and post production, ensured on time delivery and on budget, while still generating exceptional value and results. Linda's track record includes campaigns and programs that have dramatically increased sales at retail, built brands from the ground up, created incentive programs for B2B sales forces, worked with celebrities and created lasting impressions in the consumer's minds.

She founded of an award winning advertising and design agency in Chicago's West Loop, in 2001-2011. Her agency's mission was to provide complete visual, strategic, digital, social, sustainable and creatively intelligent solutions for clients so they can focus on their core business. The agency was focused on advancing environmental initiatives in design and print and excelling in the evolving digital world. "We love having the opportunity to learn something new every day, offer creative solutions and exceptional results to our clients."

She also continues to consult with companies on Branding, Strategic growth, Funding projects, Film and photography, Finding additional revenue opportunities, building relationships and making introductions.

She has been part of **WPO** (Women's President's Organization), **NAWBO** (National Association of Women Business Owners), **GNMAA**, (Greater North Michigan Avenue Association), served in the Board of Directors for **Rogers Park Montessori School and NAWBO**, Parent Board for DePaul College Prep, and The Director of Branding Committee for the **Greater North Michigan Avenue Association**.

Linda serves as the branding strategist for the marketing of our show.

George Brust

(Sales & Distribution)

George Brust is a National Sales Manager of **VISION Studios**, he has overall responsibility for sales strategy, growth and revenue for the organization. Prior to joining Vision Studios, Mr. Brust was account director, digital and events for **CBS Radio** in Chicago, Illinois.

In the past, Mr. Brust was a Co-Founder and Managing Executive Director for **Spinner Systems**, and was responsible for development, marketing and Digital Media Software sales to cable, broadcast and to in store business with offices in Little Rock, Arkansas and in Chicago, Illinois.

Also Mr. Brust was a National Sales, General Sales Manager, Regional Manager and Director of Marketing for **Sinclair Broadcast Group**, in Baltimore, Maryland. Prior to Sinclair he was account executive for **Telerep, a division of Cox Communications** in Chicago, Illinois. Mr Brust received a degree in Biology and Economics from Marquette University, in Milwaukee, Wisconsin.

George serves as the show's national sales manager in charge of securing sponsorship and global distribution.



David Levine

(Advisory Board)

With more than 35 years of experience in hotel and resort development, real estate investment, management, acquisitions, consolidation, integration, university consulting, entertainment, travel and technology. David Levine has played a key role in the hospitality, leisure, travel and related technology industries. Today, Mr. Levine devotes his time to new development opportunities and serves on the boards of corporate, governmental and charitable organizations encompassing a variety of industries. Most recently, (2012-2016) he served as Chairman of the University of Tennessee College of Medicine Advisory Board.

Previously, Mr. Levine was Chairman and Chief Executive Officer as well as the vision and driving force behind ResortQuest International (formerly: NYSE: RZT), the first branded company providing vacation rental, property management, and real estate services in over 50 premier resort destinations throughout North America and Hawaii, and led the company into becoming the leading brand name in the industry. ResortQuest's initial public offering was in May 1998, when the company rolled up 10 operating companies and one technology provider. During his tenure, ResortQuest grew to 32 integrated companies operating in 51 resort locations.

Mr. Levine joined the company prior to its IPO in May 1998 as President and Chief Operating Officer and was elected Chief Executive Officer in December 1999 and Chairman in May 2000. In these roles, he was responsible for planning and implementing a strategic business direction for the company, with focus on its future growth, acquisitions, branding, integration, e-commerce, and increasing shareholder wealth.

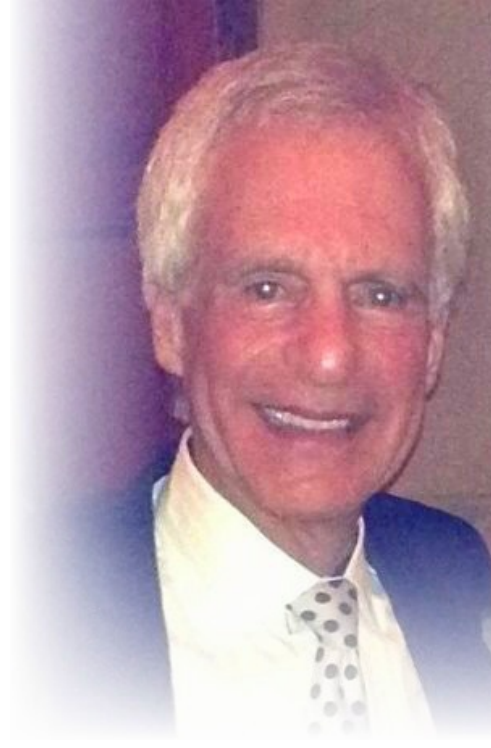
Prior to launching, Mr. Levine served as President and Chief Operating Officer of Equity Inns, Inc. (formerly: NYSE listed ENN), a real estate investment trust (REIT), which specialized in lodging-related acquisitions, and grew the portfolio from eight to over 100 properties throughout the United States. Concurrently, he was President and Chief Operating Officer of Trust Management, Inc., which operated Equity Inns properties, as well as others, for private owners and financial institutions. Trust Management offered pre-opening services, as well as a full array of management services. He also served as president of North American Hospitality, Inc., a hotel ownership, management and consulting company which he formed in 1985.

Mr. Levine's comprehensive hospitality, leisure, real estate and post graduate business experience also includes several senior marketing and operations management positions with the international and domestic divisions of Holiday Inns, Inc., Intercontinental Hotels Corporation, and the E. F. MacDonald Incentive Travel Company.

Mr. Levine is SEC Sarbannes-Oxley Section 407 Act of 2002 Audit Committee Financial Expert Qualified. He served as Chairman of a NASDAQ listed company's Audit Committee during it's management buyout process.

David Levine serves as Chairman of the Memphis and Shelby County New Arena Public Building Authority and has done so since 2010.

David serves as Advisory Chair.



EPISODE TOPICS

EPISODE TOPICS

- The Evolution Of Medicine - (Pilot)
- Can the Body Really Heal Itself?
- Living to Infinity: Anti-aging Medicine to Stay Young Till You Die
- The Myth of Chronic Illness: Do we really have to get sick?
- Fit Till You Die: Preventing and Treating Injuries to Stay Active All Your Life
- Go to the doctor or treat it yourself?: Home remedies that work
- Summertime Wellness: Look Good and Feel Great Under the Sun
- Sexual Healing: How Sex and Relationships Affect Your Body and Brain
- Self-Care Revolution
- The Medicine of Mindfulness
- De-Stress Express
- Illness Prevention: Becoming Invincible
- Diet Fads and Facts
- Medical Myths that Can Keep You Sick
- Medical Emergencies: How to Navigate the System
- Energize Me
- Questions you don't want to ask your doctor
- Genetics and The Future of Medicine
- Consciousness and Health
- Life in the ER

Our guests will consist of experts in their related field with segments from ordinary, everyday people with real life situations and experiences, while supplying possible solutions.

THE 'EEIT' FACTOR

Each episode will include our 4 essential components:

Entertainment: Dynamic, spirited, and highly relatable Dr. Mario powerfully connects with viewers for a fun, highly engaging journey in every show.

Education: Bringing the latest in the art and science of wellness, renowned experts from all over the world will share their critical experience of what improves health and lifestyle.

Inspiration: We share new perspectives that open the possibilities for health and abundant living by bringing viewers beyond their old reality and into a deeper understanding of what is possible.

Transformation: Each episode brings the viewer through a journey into new insights and awareness and calls them to take action, so their lives are directly impacted and powerfully changed by the end of the show.



COMPARABLES

At this time, there is a major calling for greater relatability to doctors and health practitioners.

The old model of a hierarchy where the doctor is "above" the patient has fallen away and become a major frustration for individuals seeking assistance with their health.

This show brings a highly relatable doctor who shares not only his medical expertise, but his personal experience as an individual, parent, husband, and man, meeting the audience as an equal who connects with their pain and passion.

This is a much-needed update on the conventional doctor shows that have been previously produced.

We can liken this show to Dr. Oz, Dr. Phil & The Doctors, in that this is a talk-style show with real time clinical segments where current, relevant and health-related information will be shared through the voice and expertise of a licensed medical doctor.



GETTING TO KNOW DR. OZ VIEWERS

Median
Age 59

Median HH Income
\$41,300

Female: 69%
Male: 31%

HH Rating - 1.19 / Women 25-54 Rating - 0.53

REACHES A WEEKLY HH AUDIENCE OF 6.2M
AND W25-54 AUDIENCE OF 1.6M



A/B County: 71%

White: 64%

Black: 21%

Hispanic: 18%

Asian: 3%

HH Income \$50K+: 56%

College Degree Earned: 17%

Employed Full/Part Time: 56%

Own Home: 62%

Children in HH: 59%

Health Experts and Influencers



Knowledgeable & Experienced Trusted Advice Givers & Recommenders

Healthcare 49%

Fitness/Healthy Lifestyle 43%

Health & Beauty Conscious

Eat Healthy & Nutritious Meals 86%

Follow a Regular Exercise Routine 62%

Go to the Doctor Regularly 80%

Maintaining a Youthful
Appearance is Important 76%

Source: NPower; W25-54; 4Q17-TD (9/26/16-7/21/17); Reach (L+7, 6 min qualifier); Gfk MRI Doublebase 2016, W25-54 Dr. Oz Viewers.

ADDITIONAL COMPARABLES BASED ON OUR SHOW'S FORMAT & TARGET AUDIENCE

THE SHOW	DEMOGRAPHICS	VIEWERSHIP (000)	SOURCE
THE DOCTORS	Women 25-54	1.8 Viewers	TheHollywoodReporter.com
THE VIEW	Women 25-54	2.6 Viewers	BroadwayWorld.com
DR PHIL	Women 25-54	5.3 Viewers	TheWrap.com
THE STEVE HARVEY SHOW	M/F 18-49	2.3 Viewers	Deadline.com

Below is a breakdown of the full day audience for an average week.

(Source: Nielsen Television Index).

Characteristic

Total U.S. TV Households

Public TV Audience

Education

Less than 4 yrs high school
4 years high school
1-3 years college
4 + years college

%	%
14.9	14.6
30.5	29.1
27.6	27.4
27.0	28.9

Income

Less than \$20,000
\$20,000 - \$39,999
\$40,000 - \$59,000
\$60,000 +

20.0	19.7
23.9	23.3
18.2	18.0
37.9	39.0

Women

(18 - 34)
(35 - 49)
(50 - 64)
(65 +)

12.0	8.3
12.0	11.8
8.7	10.1
7.1	11.3

Men

(18 - 34)
(35 - 49)
(50 - 64)
(65 +)

11.8	7.4
11.5	11.3
8.0	9.7
5.1	8.2

* Head of household

Our Viewers:

Over 90% of viewers have purchased a health retail product in the last 12 months
Are more likely to have a college education
Are extremely loyal to our brand name.

Our Unduplicated Audience:

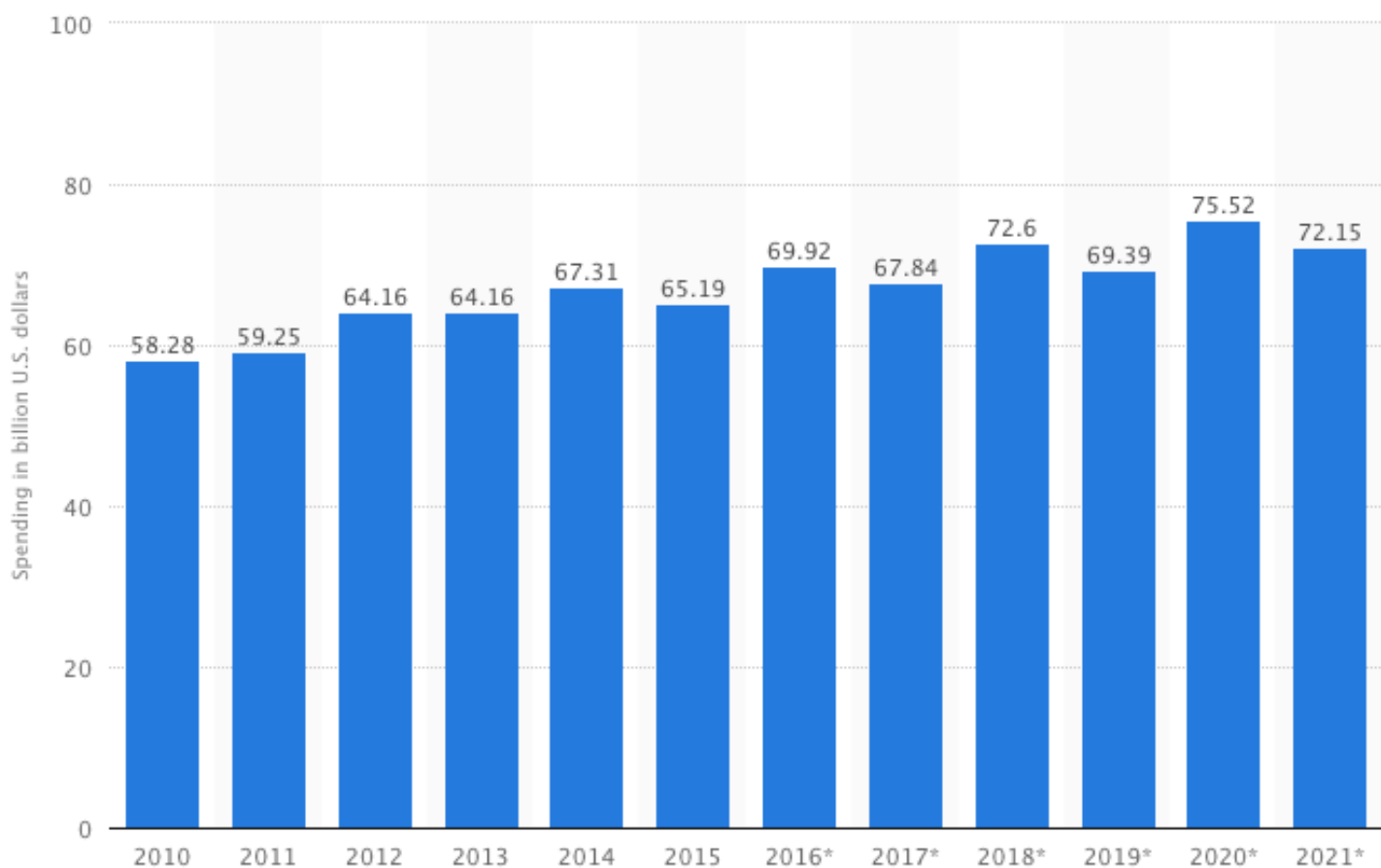
	<u>Total Homes</u>	<u>Age 25 -54</u>	<u>Age 35 - 64</u>
Don't watch Discovery	62%	68%	68%
Don't watch A&E	64%	71%	70%
Don't watch CNN	70%	79%	77%

Universally recognized as one of the leading brands anywhere, public television provides an extraordinary opportunity for sponsors seeking to place themselves in a leadership position. 93% of PBS viewers believe that PBS sponsors provide a public service. 82% of PBS viewers believe that PBS sponsors are industry leaders.*

*Source: Cone/Roper Worldwide:PBS Image Study

TV advertising spending in the United States from 2010 to 2021 (in billion U.S. dollars)

US digital marketing spend will near \$120 billion by 2021. Investment in paid search, display advertising, social media advertising, online video advertising and email marketing will pace to 46% of all advertising in five years.



© Statista 2017

According to Nielsen's National Television Household Universe Estimates, there are 118.4 million TV homes in the U.S. for the 2016-17 TV season.



Marketing TO OUR VIEWERS

Our target demographic is US, English-Speaking Women, age 35-55 including those who are of Hispanic heritage.

Why HISPANIC?

According to Nielsen data, **US Hispanic households watch more TV than average.**

Hispanic audiences are critical to the future of US media and marketing.

(Source: <http://adage.com/article/digitalnext/hispanic-viewers-univision/230429/>)

- By 2020, Hispanics are expected to make up 24% of the population.

(Source: U.S. Census Bureau 2014 National Projections)

- Hispanic consumers across all generations prefer to watch English-language TV. Fifty-five percent of first-generation Latinos said they prefer watching English-language programs, with 59 percent saying they tend to be higher-quality programs.

(Source: <http://www.foxnews.com/world/2016/09/26/us-latinos-prefer-to-watch-tv-stream-videos-in-english-study-finds.html>)

- +85% increase in Hispanic consumer spending over the next 10 years vs. +54% amongst Total U.S.

(Source: 2015 IHS Global Insight Hispanic Market Monitor)

- Hispanics will drive the majority of all U.S. future growth for the foreseeable future.

(Source: Selig Center for Economic Growth)

Traditional Marketing with Digital Integration

Our Marketing Agency Team is proficient in attracting a targeted audience and building a social following through [digital] marketing strategies, tools and campaigns.



THE MARKETING AGENCY (Overview)



digi-dash



- Attract and retain viewers
- Attract and retain advertisers and sponsors
- Increase ancillary revenue streams
- Build brand identity
- Integrated(digital) Marketing
- Website / SEO
- Social Media Campaigns
- Traditional Advertising
- Strategic Partnerships
- Special Appearances
- **Ask Dr. Mario** Online Segments



LIVE WELL

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**“Closing The Gap on What Matters Most,
Your Health”**

Contact:

Johnny Arreola

Producer

708-772-9500

johnny@VisionStudios.Tv