

NBC TO AIR NEW LIFE-CHANGING ALTERNATIVE SERIES FEATURING
BESTSELLING AUTHOR AND CHANGE EXPERT TONY ROBBINS
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Robbins Helps Series' Participants Overcome Obstacles and Harness the Forces that
Shape Their Lives to Give Them a New Beginning

UNIVERSAL CITY, Calif. - February 10, 2009 - NBC has ordered a new life-changing series starring Tony Robbins whose worldwide work as a peak performance strategist is renowned. The series will feature Robbins guiding participants through complex challenges and personal obstacles, while changing their lives and redesigning their futures. The announcement was made today by Paul Telegdy, Executive Vice President, Alternative Programming, NBC and Universal Media Studios.

"In these tough times, this new series will offer complete life transformations to people who deserve a brand new start, and there's no one better suited to assist people in making positive change happen than Tony Robbins," said Telegdy.

The series is being produced by Reveille, the company behind NBC hit and transformational reality series "The Biggest Loser."

"The opportunity to work with Tony Robbins is a once-in-a-lifetime dream both personally and professionally. Making television shows that will change people's lives for the better is the hallmark of Reveille and now is the time for Tony to help people on a mass broadcast scale," said Howard T. Owens, Managing Director at Reveille. "Tony is a larger-than-life personality, who will deeply touch audiences in his first network television series."

Robbins, who has dedicated himself to giving through both his work and philanthropic endeavors, says the show is designed to inspire people to find the tools to change their own lives, but to also reach out and help others as well.

"At times like these we all have to get stronger for ourselves and for those we love. We really need to find the ways in which each of us can make that little difference that really matters," Robbins said. "It's a privilege to partner with NBC. We look forward to creating a program where the real-life struggles and victories on screen can touch and inspire the larger television audience at home."

Anthony (Tony) Robbins is an international bestselling author, strategist, speaker, philanthropist and advisor to Fortune 500 executives, sports professionals and world leaders, who has worked with influential figures including Mikhail Gorbachev, Princess Diana, Mother Teresa, and President Bill Clinton. Robbins has been honored by Accenture as one of the "Top 50 Business Intellectuals in the World" and as one of the

"Top 200 Business Gurus" by Harvard Business Press. He is an internationally recognized personality and has appeared on and hosted numerous television interviews, talk shows, infomercials, and radio programs. Robbins has impacted more than 50 million people in more than 100 countries through his bestselling books, audio programs, training seminars, multimedia and health products. In his debut network series, Robbins and his team will design life-changing techniques and provide participants with transformational skills and tools that can be used to create a more fulfilling and meaningful life.

Robbins is also an active philanthropist. His foundation's annual Basket Brigade now feeds more than 2 million people in 56 countries. For 12 years he personally mentored 20 inner-city youth from grade school to college. More recently, he co-founded a program in Israel and the West Bank that brings young people of all three faiths together in Jerusalem. His nonprofit, "Anthony Robbins Foundation," is focused on helping those often forgotten by society, providing assistance to inner-city youth, senior citizens and the homeless. Robbins' programs have supported more than 2,500 schools and 700 prisons worldwide. The Robbins-Madanes Center for Strategic Intervention collaborates with the University of San Francisco, the Erickson Foundation, the Queen Sofia Foundation, the Juvanteny Foundation in Spain and many other national and international foundations and universities.

Robbins, Reveille's Howard T. Owens and Mark Koops, and Bruce Beresford-Redman are the executive producers. Reveille's Noah Oppenheim is co-executive producer.