



the Erik
Coleman
Experience
A NEW KIND OF SPORTS SHOW

ERIK COLEMAN IS YOUR HOST PROVIDING INSIGHTFUL COMMENTARY AND INSIGHT
ON ALL THINGS FOOTBALL!
TUNE IN AS ERIK ENTERTAINS FANS WITH HIS PERSONAL AND LIFESTYLE APPROACH

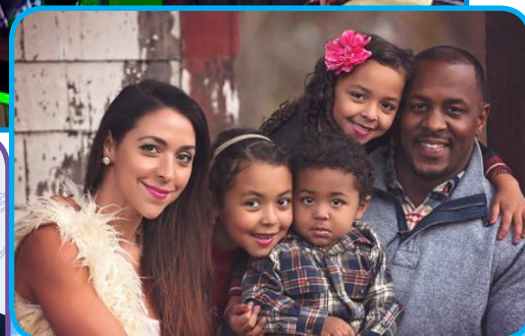
the Erik Coleman Experience

INTRODUCTION

With an impressive career as a former NFL player for the NY Jets, Atlanta Falcons, and the Detroit Lions, Erik is currently pursuing his passion for health and wellness as a Practice Manager at CORE Medical New York. Erik is an active philanthropist who supports a number of causes, such as, Sickle cell anemia, Pediatric cancer and Traumatic brain injury. He is a mentor for My Brother's Keeper Mentorship Program. Erik is the proud recipient of Manhattan Youth Baseball's Excellence in Sports & Philanthropy Award, NY Sports Legend Humanitarian Award, World of Children Award and is a Celebrity Ambassador for The Thrive Network. In addition, Erik is an acclaimed sports analyst on SNY, and has recently joined SiriusXM Radio as a host discussing the NFL plays of the week and engaging with fans. Erik is also Director of Chapter Relations at NFL Alumni. When Erik is not working or giving back to the community, he enjoys spending time with his wife Sabrina and their three beautiful children.

Through his passion and extensive knowledge of professional sports, Erik is dedicated to provide thrilling highlights and perspectives to all fans. It is logical for Erik to pursue his next course of action in having his own TV show. *The Erik Coleman Experience!*

THE SHOW - places Erik front and center on set, discussing plays, coverage and schemes, commenting on sports history, interviews with coaches, and his take on fantasy football. The show presents a variety of segments that reveal his robust and charismatic persona. The show will feature many topics concentrating on good health, small group interaction, location shoots with former players, along with interacting and inspiring kids in reaching their potential, capped with his involvement in multiple charity causes - plus much more. *Experience Erik Coleman!*



the Erik Coleman Experience

OVERVIEW

What is *The Erik Coleman Experience* TV Show?

- A 60 minute show that features a variety of segments each 10 minutes long with 10-60 second commercials.
- Its' main focus surrounds the famous NFL football player Erik Coleman as host, offering 5 informative segments that will appeal to all sports and football fans.
- *It is the only TV show of its kind* featuring a seasoned NFL expert delivering on target commentary and providing viewers with real guidance and remarks on all things football, plus offering light-hearted segments combining sports and lifestyle.

THE SEGMENTS:

- *ERIK COLEMAN LIFESTYLE*
- *CASUAL - OFF PREMISE*
- *COACHES CORNER*
- *FANTASY LAND*
- *GO DEEPER*



the Erik Coleman Experience

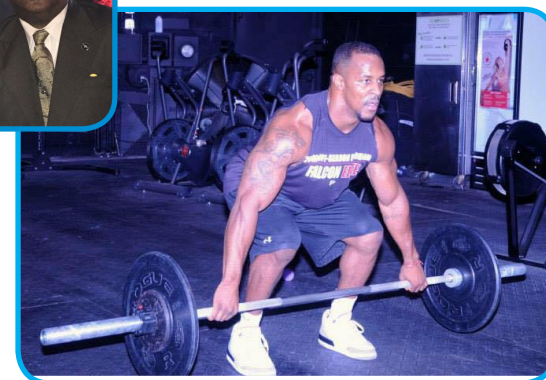
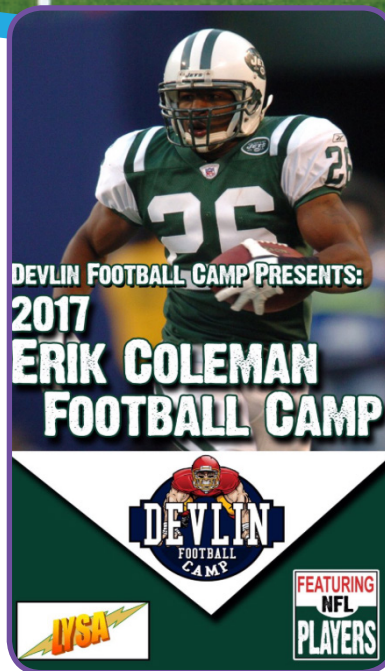
SEGMENTS

ERIK COLEMAN LIFESTYLE

- Erik shares his lifestyle and interests which is all about overall health and well-being by cooking healthy food and fitness (work-out routines). He interacts with professionals discussing tips on all health and fitness topics. Erik also talks about some of his NFL days and what routines he followed. In addition, he shows how he is giving back to the community through his charities, and his new football camp.

CASUAL - OFF PREMISE

- Erik meets up with former NFL players in more informal, off-premise settings.
- Various locations include restaurants, cigar bars, training centers, football fields, golf courses, fishing trips that offer more of a lighthearted approach to discussing all things football.

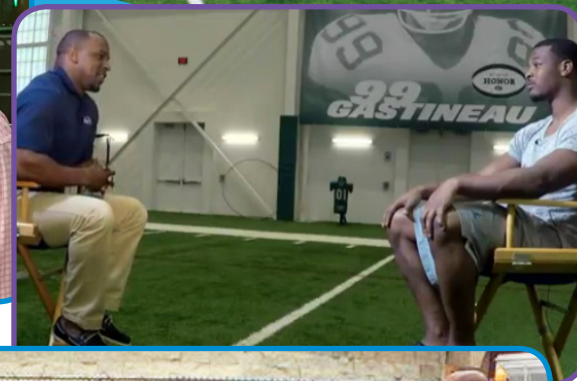


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SEGMENTS

COACHES CORNER

- Erik speaks with current coaches, and players.
- Erik coaches kids and young adults at practices, giving them all the best tips and tactics from pro football. He takes the audience on tour visiting schools and universities meeting future prospective football players and draft standouts.
- Erik highlights do's and don'ts for success on and off the field. His audience will learn from his experiences.



FANTASY LAND

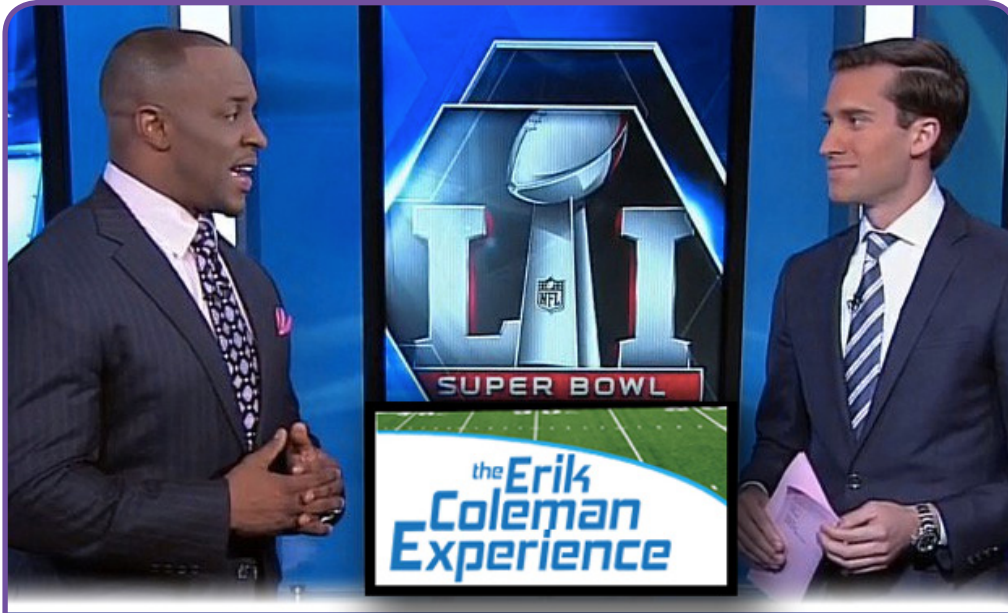
- Erik talks Fantasy Football by highlighting best picks for top players, player ratings, draft strategies and tactics.
- Erik presents "mock draft" scenarios and player selection profiles.

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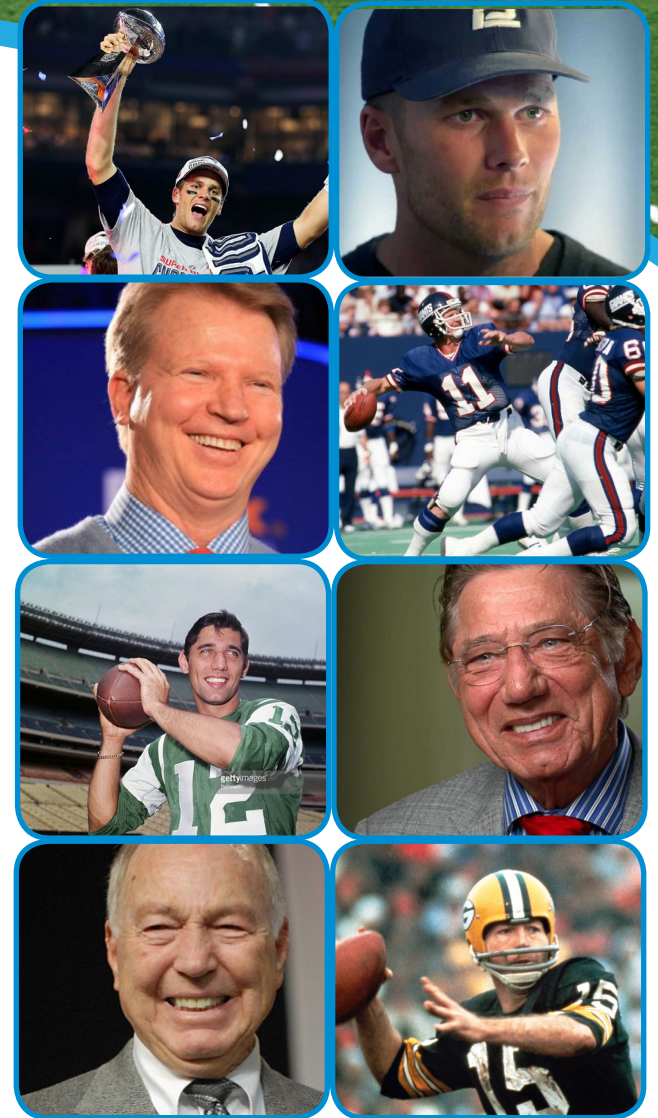
SEGMENTS

GO DEEPER

- Erik talks schemes, adjustments and play by play highlights from previous year.
- Erik reviews NFL's greatest players and their famous moments in football history. He talks with players about their personal highlights of the game and their life after football.
- Erik gets in depth on Super Bowl moments and gives his take on today's players and the latest in NFL team predictions.



ERIK'S SUPER BOWL PREDICTIONS



The Erik Coleman Experience will reach a great cross section of today's football viewing audience. Fantasy Football participants will benefit from Erik's advice and expertise. Advertisers will increase sales and brand awareness.