



THE WORLD'S MOST PSYCHOTIC TRAINER COMES TO TELEVISION WITH JULY 4TH PREMIERE

nuvoTV'S BOLD NEW REALITY SERIES *OPERATION: OSMIN* COMPLETELY TRANSFORMS PARTICIPANTS IN ONLY 30 DAYS

LOS ANGELES, June 13, 2011 – Meet Osmín Hernández, the world's most psychotic trainer. In 1989, Osmín was kicked out of Cuba's Elite Marina Guerra Military Unit when his sanity was called into question. That same year, he built a makeshift raft and navigated through 90 miles of shark infested waters to reach Miami, Florida using sheer will and determination. Fast-forward to present day where he is considered to be the celebrity trainer of the moment. His past clients include the likes of Mickey Rourke, Anna Kournikova, Fergie, the Estefans and many more. Osmín's newest mission: transform the lives of everyday people by whipping them into the best shape of their lives—both body and mind in 30 days. **The All New series *OPERATION: OSMIN* special preview airs Monday, July 4 @ 9 PM ET/PT followed by the two-hour premiere event on Tuesday, July 12 @ 9 PM ET/PT.**

"We're celebrating July 4th in a big way, not only by introducing our viewers to the ultimate fitness mad man with the premiere of our series *OPERATION: OSMIN*, but with an entirely new network brand that is bolder and more vibrant," said Maria Perez-Brown, nuvoTV's senior vice president of programming.

According to Osmín, "The World is Your Gym" and there are no excuses. In fact, anyone who trains with him must first promise they're willing to do anything and everything to transform their bodies. Osmín's methods are always extreme and unconventional, and once he gets into a client's head, he/she will never be the same. While he seems to enjoy scaring the weight off you, Osmín is truly driven by changing people's lives for the better. It's a fulltime job, and he has even been known to spy on his clients to make sure they aren't cheating during their off time. If he finds any evidence of bad habits, there's a sever price to pay. Believe it!

OPERATION: OSMIN gives viewers an entertaining and inside look at all the insanity our celebrity trainer can muster. Each of the series' ten episodes will follow a different individual who has given up and desperately needs professional help to lose unwanted weight. Participants quickly learn that the 30 days of *OPERATION: OSMIN* may just be the hardest, as well as most transformational, thing they've ever had to do in their lives. But the numbers on the scale aren't the only thing Osmín intends to change. To Osmín, it's not just muscle, it's also mental. See a sneak peek of the new series here:

<http://tinyb.it/1D2D055ABD60C>

OPERATION: OSMÍN participants below:

- Adam, 25 – Hometown: Miami, Beach; Resides: Fort Lauderdale, FL
- Adriana – Hometown: Sao Paulo, Brazil; Resides: Miami, FL
- Biankha, 22 – Hometown: Miami, FL; Resides: Miami, FL
- Christian, Resides: Hialeah, FL
- Domina, 27 – Hometown: Naples, Italy/Miami, FL; Resides: Miami Beach, FL
- Drew, 26 – Hometown: Queens, NY; Resides: Queens, NY
- Joseph, 40 – Hometown: Miami, FL; Resides: Coral Gables, FL
- Khalia, 34 – Hometown: Miami, FL; Resides: Miami Beach, FL
- Louisa, 35 – Hometown: Dillsburg, PA; Resides: Harrisburg, PA
- Willy, 34 – Hometown: Miami, FL; Resides: Miami, FL

About nuvoTV

nuvoTV (mynuvoTV.com), currently Sí TV, will launch on July 4, 2011 and is the first and only English-language television network created for American Bi-Cultural Latinos 18-49A.

Bold. Vibrant. Driven. From lifestyle and comedy programming to music and movies, 70% of the programming slate consists of originals, all shot in high-definition. nuvoTV will connect with bi-cultural Latinos across all platforms (TV, online, VOD, broadband, mobile), offering unique, high quality content that speaks to this audience.

nuvoTV is available in major markets including Los Angeles, New York, Miami, Chicago and San Francisco / Bay Area. Major distribution partners include AT&T U-verse, Comcast, Cox, Dish Network, Time Warner Cable and Verizon FiOS.

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