



***ACTION SPORTS, lifestyle brand
and TV show dedicated to INNOVATING,
PUSHING BOUNDARIES, and ultimately
creating a BETTER LIFE and a BETTER
PLANET.***



Adrenalina TV, our action sports reality TV show since 2001, fuses humor and music along with all of the wildest tricks, hottest women and the most skillful athletes in surf, skate, snowboarding, skydiving, BMX, wake-boarding and more. It'll take you on the riskiest adventures in the most exotic and remote locations around the globe. Adrenalina will get you to the secret spots that no one would.

Each episode feeds the desire to see the world through the eyes of the most intrepid and adventurous extreme sports pro athletes while we meet the local people, learn their culture and eat their food. This show invites the audience to be a part of the action sports experience disregarding completely the 4th wall and making them feel as part of it.

Though their stunts might chill you to the bone, Adrenalina's mischief host Pablo will help shed the light to the mysteries of these hazardous locals and possibly awaken the inner dare-devil prankster inside you!

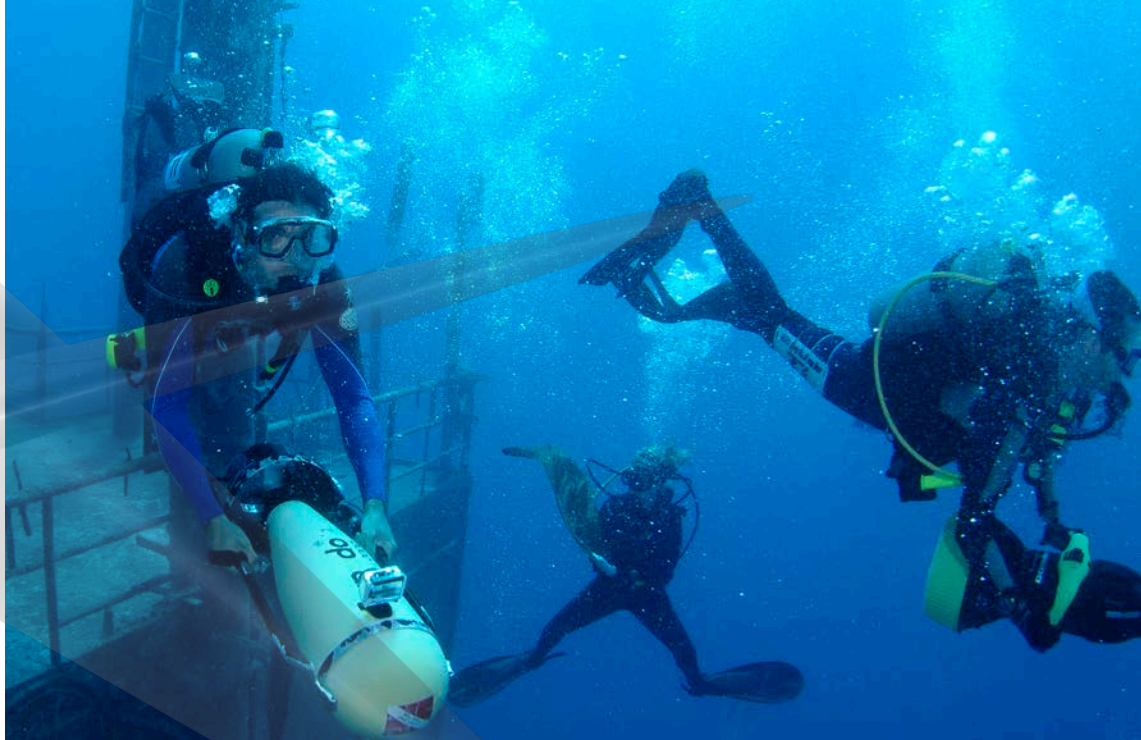
Adrenalina was aired on Fuel TV, Discovery HD Theater, Fox Sports en Español, Fox Sports Latin America, Nuvo TV, Youtoo TV, CND Rep Dom Canal 37, Panamericana TV, Caracol TV, Tapatia TV (Televisa Guadalajara) KBEH TV channel 63 Bela TV, Canal 8 Gen TV and Azteca America TV.

Also known for The Adrenalina Skateboard Marathon, a first of its kind, a battle of fitness, endurance, and action sports.. The Adrenalina Skateboard Marathon is a 26.2 mile skateboard race set to promote health & fitness, as well as the lifestyle that is Action Sports.



THE STYLE:

Entirely shot in 4K, run and gun reality TV style incorporating the 4th wall, but utilizing the latest in film technology (high speed recording, 4K aerials, 4K underwater, POVs and host Pablo utilizing on camera a myriad of video capable gadgets) and editing from the fast cuts of the action packed sports segments to the more relax and intimate moments interacting with the locals and their lifestyles, cooking and eating their food and hanging out at the most amazing travel destinations.



Adrenalina's main target audience is 10-45 year old viewers who enjoy extreme sports and adventures.

The show is offered in both English and Spanish.

The team

Host: **Pablo Lanatta**

Pablo has been with Adrenalina since the beginning: what started in 2001 as a friends' dream in a California's garage became over 15 years of craziness and fun showcased around the world..

Born in the city of Buenos Aires, Pablo, already into extreme sports began windsurfing at age 8. At age 14, he became a windsurf instructor. He couldn't help it; it was in his blood. Didn't realize it at the moment, but even at that young age the path was already set for the rest of his life.

When his family moved to USA he began traveling throughout the country experiencing every kind of extreme sport he could. One day he started to film his friend practicing, and that day became a milestone, going to every contest and competition he could, taking his camera with him and filming everything he could. He is energetic, fun and always looking for new things to try.

Pablo does very often his own filming, grabbing the camera to shoot anywhere; in water, underwater, in snow, in the city, the mountains, dirt, from planes, helicopters etc... Now-a-days, Pablo is the perfect combination that makes what Adrenalina is today. Not only an extreme sports athlete (he performs most of the sports we cover) but also a charismatic personality that shines on camera and even gets his hands on the production of the show.

There is no doubt that Pablo is the heart and soul of this TV show.



Executive Producer: **Gustavo N. Perednik**

Gustavo N. Perednik is one of the executive producers with more experience in talent shows and actions sports show in Latin America. Graduated from the University of Miami with a cum laude GPA, worked in countries such as United States, Argentina, Brazil, Mexico, Uruguay, Indonesia, Chile, Paraguay, Dominican Republic among others. He was the person who adapted the international format of the cooking phenomenon "Master Chef" to several countries in Latin America. To his credit he has produced programs such as "Lost in the Tribe", "Lost in the City", "The Great Bartender", "The Entrepreneur of the Million", among others.

He worked for big international networks such as "Telefe", "TeleMundo", "Univision", "Fox Sports", and much more.

But his first love was "Adrenalina". He took over the production of the program with only 26 years and never let it go. Making an action sports show the international brand that it is today, A benchmark in the industry and a television show that mixes culture, humor and action like no other.



Director: **Sebastian Demarco**

Third generation of cinematographers, was only 13 when he grabbed his first camera and unknowingly started a lifetime relationship with film.

Sebastian expanded his curiosity for film and photography in every possible direction and place, traveling solo around the world and shooting on land, air and underwater. A life of swinging from unearthing dinosaurs' bones in Mexico one week to work with Carolina Herrera in New York the next or heading to the deeps of the ocean following free-divers off Patagonia's coast.

He lived in Argentina, Mexico and USA but his passion for adventure didn't always get him into the right place... In 2003 decided to go back to basics and move into a sailboat, without electricity or running water, anchored off the coast of Biscayne Bay. The experience got cut short before a year when a combination of hurricanes Charley and Frances sank it, almost with him on board.

Within the last decade he founded Finisterre Films (The Last Land Films) and has shoots for companies such as ESPN, E! Entertainment, HBO, History Channel, Warner Channel and Yahoo!, also collaborating with most renowned major film studios, working with stars such as Cameron Diaz, Tom Cruise, Hugh Jackman, Robert Rodriguez, Eva



Ideal sponsors for the show:

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