



PRESS RELEASE

American Gladiators launches on e.tv

TX: Monday 20 October at 8pm

Free-to-air channel e.tv kicks-off with the first season of the ever-popular American Gladiators on Monday 20 October at 8pm. American Gladiators honours everyday heroes – warriors who excel and take pride in their physical fitness.

These brave fighters will battle against the show's gladiators – charismatic and eclectic combatants – in the ultimate David and Goliath battle. As in the traditional American Gladiators franchise, everyday amateur athletes compete against action stars and stunt professionals in contests of physical strength and endurance.

The series will include such classic events as The Joust, The Wall, Hang Tough and the Eliminator.

Using splashy twists including special effects, water skills and the latest technology, these classic games are upgraded with even higher thrills, impact, energy and spectacles.

The action takes place in The Arena, with an awe-inspiring dome, which is home to over one ton of steel.

Laila Ali (Muhammad Ali's daughter) and Hulk Hogan are the hosts.

Bio: Laila Ali

Fitness is obviously an important component of Ali's life. (Incidentally, she is Mohammad Ali's daughter.) She recently completed a cardio workout DVD with boxing legend Sugar Ray Leonard. In addition, she authored a motivational book titled Reach!

Ali made her professional boxing debut on 8 October 1999 and in a sign of things to come, she knocked out her opponent, April Fowler, 31 seconds into the first round.

Ali is the current undefeated Super Middleweight Boxing Champion of the world with a 24-0 record, with 21 knockouts. In her last fight on 3 February 2007, Ali knocked out her opponent, Gwendolyn O'Neal, in just 56 seconds.

Nelson Mandela attended the bout, held in South Africa.

- For more background information on Laila Ali go to:
<http://www.lailaali.com/index.cfm/pk/content/pid/400128>

Bio: Hulk Hogan

A former WWE Champion many times over, Hogan is one of the most well-known wrestlers of all time. Throughout the course of his extraordinary career, Hogan has accomplished victories no other wrestler has.

He is the only wrestler ever to be featured on the cover of Sports Illustrated, and he has headlined 10 WrestleManias including WrestleMania III, when 93,173 fans packed the Silverdome in Pontiac, Michigan

to see him defeat Andre the Giant. Hogan has starred in numerous major motion pictures and he makes frequent television appearances.

In 2005, Hogan's illustrious career earned him an induction into the World Wrestling Entertainment Hall of Fame by long-time friend Sylvester Stallone.

- For more information on Hulk Hogan go to: <http://www.hulkhogan.com>

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PICTURES AVAILBLE ON REQUEST

- For more information on the American Gladiators go to:
http://www.nbc.com/American_Gladiators/about/index.shtml