



TRUE STORY.

FOR IMMEDIATE RELEASE

BIO CHANNEL PRESENTS:
“I’M A MAJOR LEAGUE EATER”

GET THE TRUE STORY BEHIND THE WORLD’S FASTEST GROWING SPORT -
MAJOR LEAGUE EATING (MLE)

ONE-HOUR SPECIAL PREMIERS WEDNESDAY, JULY 8 AT 10PM ET/11PM PT

New York, NY – July , 2009 – What is it that compels us to watch a man eat 66 hot dogs in 12 minutes? BIO Channel gives viewers the real story behind the world’s fastest growing sport, Major League Eating (MLE), and follows some of its top athletes in the one-hour documentary special “I’m a Major League Eater” premiering Wednesday, July 8th at 10 PM ET/11PM PT.

This one-hour special uncovers the fiercely competitive, highly eccentric world of professional eating and the incredibly engaging competitors of all shapes, sizes and backgrounds that strive to be the best. Viewers will get to intimately follow four driven top-level competitors to see these characters lives unfold as they live, work and train for the renowned World Oyster Eating Championship in New Orleans, LA.

There are currently 100 high octane competitive eating events in the United States such as buffalo wings, pizza, pancakes, sushi, hamburgers and oysters among others. With more than 9000 active members within MLE, these competitors are more diverse and colorful than the different events and sport they represent.

This BIO documentary explores the preparation rituals of the eaters, the culture surrounding the sport and the relationships between the highly competitive participants to paint a raw picture of a world seldom seen.

***Screeners are available upon request.

About BIO

At BIO, we prove that the truth about people is always more entertaining than fiction. BIO is about real people and their real lives: up close and personal, gritty and provocative, always unfiltered. BIO original series uncover the real drama in people stories: everyday situations with a twist; celebrities going off-script; people-centric crime stories and paranormal events. In addition to being the exclusive home to the Emmy-Award winning *Biography*® series, the dynamic blend of original and acquired series on

BIO includes *I Survived...*, *Psychic Investigators*, the William Shatner hosted talk show, *Shatner's Raw Nerve* and *The Chris Isaak Hour* a talk and music performance series hosted by Chris Isaak. The 24-hour network is now available in more than 54 million households. The BIO web site is located at www.bio.com.