



April 16, 2014

## “SHARK TANK: SWIMMING WITH SHARKS”

### Swim in the Shark-Infested Waters with a Unique Look Behind-the-Scenes Of the Hit Show Airing Friday, May 2, 8 pm on ABC

In the high pressure world of “Shark Tank,” entrepreneurs battle to win a better future for themselves and their companies. Featuring updates on more than a dozen of the show’s most memorable and controversial entrepreneurs, “Shark Tank: Swimming with Sharks” goes behind the scenes of the hit reality show and reveals what happens after the deals are made and the entrepreneurs plunge into the uncharted waters of the shark-eat-shark business world. Anchored by “Good Morning America’s” Lara Spencer, “Shark Tank: Swimming With Sharks” is an all-new special made to give viewers a unique look behind-the-scenes of ABC’s hit show, “Shark Tank,” airing **FRIDAY, MAY 2** (8:00-9:00 p.m./ET). In keeping with the evening’s theme, an all-new, original episode of “Shark Tank” will air immediately following (9:00-10:01 p.m., ET) on the ABC Television Network.

With unprecedented access, “Shark Tank: Swimming with Sharks” features surprisingly candid interviews with all six Sharks -- Mark Cuban, Lori Greiner, Barbara Corcoran, Robert Herjavec, Daymond John, and Kevin O’Leary – revealing what the business titans really think of one another and the strategy behind landing the best deals and making the most money.

For the first time, the Sharks reveal which deals they mistakenly let get away. Plus, the most successful entrepreneur from the past five seasons of “Shark Tank” will be revealed -- a business that has already generated more than \$15 million in revenue since appearing on the show.

Entrepreneur updates include:

- Owners of **Lollacup**, Mark and Hanna Lim, not only expanded their spill-proof sippy cup’s product line, since “Shark Tank” they have also moved production from their garage into a full size warehouse.
- Rick and Melissa Hinnant, owners of **Grace & Lace**, have seen exponential growth for their sock company, enabling them to give back by funding two orphanages overseas.
- Ex-NFL Player turned restaurateur Al “Bubba” Baker, who invented **Bubba’s Boneless Ribs**, became an overnight sensation and his ribs are now in 150 stores nationwide.
- Post “Shark Tank,” 20-year-old CEO Lani Lazzaro of **Simple Sugars**, an all-natural sugar scrub, quadrupled her employees and brought in \$2.1 million in sales this past year.
- Johnny Georges, inventor of water-saving irrigation device, the **Tree-T-Pee**, is one of the most memorable and humble entrepreneurs in “Shark Tank” history. ABC’s cameras join Georges on a cross-country drive as he visits with local farmers and makes the biggest deal of his life.

John Green is the executive producer of “Shark Tank: Swimming with Sharks.” Samantha Chapman and John Palacio are senior producers. “Shark Tank: Swimming with Sharks” is produced by Lincoln Square Productions for ABC. Morgan Hertzan serves as Vice President of Lincoln Square Productions.

About Shark Tank: “Shark Tank” is back for a fifth season, with the Sharks continuing the search to invest in the best businesses and products that America has to offer. The critically-acclaimed business-themed show that is as educational as it is entertaining *has grown in popularity and appeal*. Regularly winning Friday, ABC’s “Shark Tank” has finished as the No. 1 TV series on the night in Adults 18-49 on 21 of its 22 original telecasts

this season. Mark Burnett, Clay Newbill and Phil Gurin are the executive producers of “Shark Tank,” which is based on the Japanese “Dragons’ Den” format created by Nippon Television Network Corporation. The series is produced by Sony Pictures Television.

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