



thinkLA Annual Spring Conference

April 29 to May 2, 2010

Rancho Las Palmas Resort & Spa, Rancho Mirage, CA

Speaker Bio

Dave Broome

President/Executive Producer
25/7 Productions

Creator
The Biggest Loser

Dave Broome was born and raised in New York and graduated from Hofstra University with a BBA in marketing. In 1986, he moved to Los Angeles, where after a short stint writing sitcoms, he began his career in the radio industry, hosting a sports-talk show that ran in Los Angeles and San Diego.

As an accomplished musician, Mr. Broome was able to establish many record industry relationships, which ultimately led to him leaving his on-air gig and provided the opportunity for him to begin producing television music specials and award shows for radio giant Clear Channel Communications, including the Ryan Seacrest American Top 40 Awards, Fox's Jingle Ball Rock and NBC's Radio Music Awards.

Broome's experience and background in writing and music, led him to build his own production company, 25/7 Productions, under which Mr. Broome proudly has produced, alongside with George Clooney, the TSUNAMI AID special for NBC, which raised over \$20 million dollars, ten days following the Tsunami tragedy.

Mr. Broome has gone on to create and executive produce reality television shows and specials, for both network and cable, including NBC, FOX, MTV, SPIKE, DISCOVERY NETWORKS, LIFETIME and A&E, as well as producing the very first on-line series for NBC with David Foster.

In 2004, Mr. Broome created the NBC hit The Biggest Loser, which is currently in its ninth season and is seen in over 90 countries worldwide. He still executive produces the series.

About 25/7 Productions

25/7 Productions is a leading independent production company launched in 2003 by Dave Broome. The company produces innovative entertainment programming in television, online and full-length documentaries for National and Prime Cable Networks. The company maintains its full-service production facility in Los Angeles. Visit www.257productions.com for more information.

About The Biggest Loser

"The Biggest Loser" has become a worldwide hit, airing in over 90 countries and produced in 25 countries. Since its debut in 2004, "The Biggest Loser" has grown to become a standalone health and lifestyle brand with tools and products inspired by the show and approved by its doctors and experts. Anchored by the online, subscription-based extension of the show, Biggestloserclub.com, The Biggest Loser Meal Plan, The New York Times bestselling books series, bestselling fitness DVD series, a line of appliances, fitness equipment, protein supplements and countless other health- and lifestyle-based products, The Biggest Loser consumer products program has generated over \$50 million in spending with presence at more than 25,000 major retailers to date. Check out www.biggestloser.com for more information.