

# SHIELD

*Women's self-defense system*

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Contact: Nelson Nio (310) 854-9239 nnio@shieldselfdefense.com

SHIELD Women's Self-Defense has been selected to be featured on E! Entertainment network for its hit show "Keeping up with the Kardashians."

SHIELD has provided the training for Kim Kardashian and her two sisters, Kourtney and Khloe, in women's self-defense & personal safety. The training was filmed to be aired on E! Entertainment network for its hit show "Keeping up with the Kardashians". It will be aired on its second season starting in March 2008.



About "Keeping up with the Kardashians" Reality Show

"Keeping up with the Kardashians" is a hit TV show that follows the life and adventures of Kim Kardashian, the 26-year old model, actress and entrepreneur along with sisters Kourtney and Khloe, Kendall and Kylie, mom Kris, and stepfather Bruce. The show takes viewers inside the hectic lives of Hollywood's modern-day Brady Bunch.

The show airs on E! during its prime time slot to rave reviews and is currently filming its second season. The show premiered on E! October 04, 2007, and has since then been

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the highest-rated series on Sunday nights among women 18 to 34. Its November 04 telecast averaged a 1.06 rating among adults and a 1.7 among women 18 to 34, according to Nielsen Media Research. The network also said that "Keeping Up with the Kardashians" has reached over 13 million total viewers in its first month on air.

"Keeping up with the Kardashians" is produced by Ryan Seacrest Productions along with Bunim-Murray Productions for the E! Entertainment network.

Visit: <http://www.eonline.com/on/shows/kardashians/index.jsp?sid=nav-shows>

#### About SHIELD Women's Self-Defense System

SHIELD Women's Self-Defense System is a practical and effective self-defense "system" specifically created to empower women and eradicate sexual assaults & domestic violence. The intention is to provide a safe space for women to learn FULL-CONTACT practical self defense. It utilizes adrenaline stress training with padded assailants. SHIELD trains in close range combat to be proficient to fight in tight quarters, using lower body strength to generate power.

SHIELD teaches women's self-defense and personal safety for Santa Monica Police, FOX Studios, City of Beverly Hills, Woodbury University, Glendale Commission on the Status of Women, and various battered women shelters and rape crisis centers.

NEW CLASSES IN SANTA MONICA START JAN 30, 2008 FROM 7:00 - 8:30PM (6 WEEKS SESSION).

Visit: <http://www.shieldselfdefense.com>