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Former Navy SEAL Swims with the Sharks

Phil Black Showcases His Exercise-Oriented Playing Cards on ABC's Shark Tank

SAN DIEGO (JANUARY 24) -- Tonight, former Navy SEAL [Phil Black](#) will appear on televisions worldwide to swim with the "Sharks" -- pitching them his custom deck of workout cards -- and its latest digital initiative -- on ABC's hit show "[Shark Tank](#)."

"After surviving Navy SEAL Hell Week, I thought I'd be able to face the high-pressure atmosphere of 'Shark Tank,'" said Black. "But knowing that more than 9 million people could be watching, my adrenaline was certainly pumping."

On the show, Black -- a San Diego entrepreneur and Ivy League graduate -- will demonstrate that his [FitDecks](#) are the total fitness package, delivering "high-performance" results at minimal cost. And by expanding into the digital realm, Black anticipates reaching a wider audience of fitness fanatics -- with workouts readily available on their phones. Will the Sharks "bite" on his pitch -- and invest in his company?

FitDecks are designed to help people of all ages and fitness backgrounds take their fitness training to a higher level, with titles ranging from FitDeck CrossTrain to FitDeck Yoga.

"Staying fit is difficult. There are so many obstacles and costs associated with leading a health-conscious lifestyle," said Black. "But with FitDeck, any person who wants to become healthier can do so -- with the simple shuffle of the deck."

FitDecks come in two sizes -- a 56-card deck and a 26-card Booster deck. Some FitDecks require no equipment; others call for minimal equipment. Users can mix and match the different decks to create millions of unique workouts. Cards are color-coded by muscle group and offer three different levels for beginner, intermediate, and advanced individuals. [FitDeck Mobile](#) allows users to add their favorite FitDecks to their mobile devices -- which means most fans will never leave home without their workout in-hand again.

The 56-card FitDecks and 26-card Boosters retail for \$14.95 and \$9.95, respectively, at www.fitdeck.com. And a variety of mobile versions are now available on iTunes. For more information about Phil Black and FitDeck, please visit www.fitdeck.com or call Phil Black directly at [\(858\) 453-6644](tel:8584536644).

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About FitDeck

FitDeck is a custom deck of playing cards that makes exercise more simple, convenient and fun. By shuffling the cards, you constantly create new and exciting workouts no matter what type of fitness activities you love. With 40 different titles to choose from, you are sure to find a FitDeck that fits your lifestyle.

FitDeck Mobile makes popular FitDeck titles readily available on your iPhone -- and Android is not far behind (20 of 40 titles are available on [iTunes](#) -- with the remaining 20 due out soon!).

About "Shark Tank"

[*Shark Tank*](#) is a reality TV show that offers entrepreneurs a chance to pitch their business ideas to five multimillionaire investors (Mark Cuban, Daymond John, Kevin O'Leary, Lori Greiner, and Robert Herjavec). The entrepreneur has five minutes to convince any or all of the Sharks to invest in their business. Within 15 minutes, the Sharks must decide to invest or pass on the opportunity.