

DIBELLA ENTERTAINMENT AND FIGHTNIGHT LIVE PARTNER TO DELIVER SEPT. 15 “BROADWAY BOXING” SHOW ON FACEBOOK

NEW YORK (Sept. 13, 2017) – After attracting more than 200,000 viewers in each of its last two shows, Facebook FIGHTNIGHT LIVE continues its September programming by aligning with one of the longest-running fight series anywhere. The tech-forward, fan-friendly Facebook broadcast platform now partners with DiBella Entertainment to deliver the next edition of the promotion’s “Broadway Boxing,” live from Foxwoods Resort Casino in Connecticut.

“I am thrilled to bring Broadway Boxing to such a wide-reaching social media platform as Facebook via FightNight LIVE,” said Lou DiBella, President of DiBella Entertainment. “We are streaming the entire card for free and will have a terrific team of commentators calling the action, with Showtime’s Corey Erdman, boxing/MMA star Heather Hardy, and Hartford, Connecticut’s former world title challenger John Scully. Viewers will be treated to a great lineup featuring New England heavyweight champion Alexis Santos facing Ireland’s Niall Kennedy in the main event, along with middleweight contender Ievgen Khytrov, popular female fighter Shelly Vincent, East Hartford’s Mykquan Williams and other local talent on the undercard.”

Headlining the night in a 10-round heavyweight battle of local rivals, Alexis Santos (18-1, 15 KOs), of Lawrence, Mass., clashes with Ireland’s Niall Kennedy (8-0, 5 KOs), fighting out of Boston, Mass. Co-promoted by DiBella Entertainment and Fight Promotions Inc., middleweight contender Ievgen “The Ukranian Lion” Khytrov (14-1, 12 KOs), of Brooklyn, N.Y.,

battles upset-minded specialist Derrick "Superman" Findley (27-21-1, 18 KOs), of Gary, Ind., over eight rounds in the co-main event. New England fan favorite "Marvelous" Mykquan Williams (7-0, 4 KOs), of East Hartford, Conn., will return against battle-tested Evincii Dixon, of Lancaster, Penn., over six rounds. In a special feature attraction women's eight-round junior lightweight battle, Shelly "Shelito's Way" Vincent (19-1, 1 KO) squares off against Angel "Nonstop" Gladney (9-12-1, 6 KOs).

"We've seen Facebook FIGHTNIGHT LIVE grow into a truly global platform over the first five months, and we're pleased that so many promoters have taken notice. Friday's card with DiBella Entertainment features quality bouts with international standouts and regional stars, and we're excited that a long-running, high-quality series like Broadway Boxing has found a new home on Facebook," said Mark Fratto, Principal and Director of Business Development, Linacre Media.

Over the first five months of programming, the numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of more than 113,000 fight fans tuning in per event. The Sept. 9 "Real Deal Promotions: Empire State" from Resorts World Casino (224,658), the August "Super Saturday" from Foxwoods (203,000), the July Roy Jones Jr. "Desert Showdown" from Phoenix (63,000), the May "Slugfest at the Sun" from Mohegan Sun (45,000) and the June "Rosemont Rumble" from Chicago (32,000) saw a total of more than 12,700 total hours of Facebook video consumed by 567,000-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 71,000 collective live post engagements (14,000-plus per show), including more than 40,400 "likes" or "loves," more than 10,300 comments and 3,200-plus shares. FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males aged 25-34, which

encompasses approximately 30 percent of the audience, on average.

The Sept. 9 “Real Deal Promotions: Empire State” set a new bar with 224,658 views and carried the series to over half-a-million views in just under four months, while the Aug. 26 Foxwoods “Super Saturday” show stands out individually with 201,935 views across 3,336 live hours of content, with 8,224 viewer interactions including 1,133 “likes” or “loves,” 1,570 comments and 1,392 shares.

Facebook FIGHTNIGHT LIVE has been delivered to fans absolutely free since its May 2017 launch courtesy of corporate partners like Barbour One 9, Talent Management and Entertainment Production (www.barbourone9.com) and Northeastern Fine Jewelry (www.nefj.com).

On Friday night, Sept. 15, live from Foxwoods, fans can expect a high-impact, multi-camera streaming experience complete with graphics, animations, replays, interviews and an announce team anchored by blow-by-blow announcer Corey Erdman of Showtime, VICE Boxing Scene. Erdman will be joined on the show by former world-ranked light heavyweight “Iceman” John Scully, Brooklyn’s own WBC International Female Super Bantamweight titleholder Heather “The Heat” Hardy and DiBella himself as analysts. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

Created and produced by Linacre Media out of New York City, the FIGHTNIGHT LIVE series features professional announcers, multiple camera angles, television graphics, replays and behind-the-scenes access and interviews. The streamed shows are available globally wherever Facebook is available. The initiative not only enables fans from around the world to tune in, but also gives up-and-coming fighters a global platform to showcase their abilities, gives promoters an accessible

“broadcast” solution and gives sponsors the ability to reach a mass audience via branded content.

More FIGHTNIGHT LIVE Fall 2017 dates will be officially announced in the coming weeks.

FIGHTNIGHT LIVE is available online at:
<https://www.facebook.com/FaceFIGHTNIGHTLIVE/>

Follow all the action via social media at FaceFIGHTNIGHTLIVE on Facebook, @FaceFIGHTNIGHTLIVE on Instagram and @FIGHTNIGHTLIVE_ on Twitter, or by using the hashtag #FIGHTNIGHTLIVE. For the latest Linacre Media events and broadcast schedule, follow @LinacreMedia across all social platforms or use the tags #LinacreMediaEvents or #LinacreMediaOnTV.

About Broadway Boxing

Broadway Boxing was launched in April 2004 as a monthly boxing series featuring local prospects and contenders. By August of 2008, Broadway Boxing had become a weekly series on SNY with a combination of premiere episodes and replays of past or “best of” shows that emanate from DBE’s vast library. Having debuted on HD Net and the MSG Network, Broadway Boxing has aired every Sunday night at 8 p.m. ET on SNY for the past nine years. During that time, the series has grown to produce some of the highest ratings for any program broadcast on SNY, outside of NY Mets games. World champions such as Vitali Klitschko, Gennady Golovkin, Jose Pedraza, Andre Berto, Paulie Malignaggi, Peter Quillin, Guillermo Rigondeaux, Yuriorkis Gamboa, DeMarcus Corley, Randall Bailey and Amanda Serrano have appeared on the series. The current broadcast team consists of Hall of Famer Steve Farhood and Brian Custer of Showtime, as well as Brian Adams, the Director of the New York Daily News Golden Gloves tournament. Past broadcasters to call the fights include the late Nick Charles of Showtime, WFAN’s Tony Paige, the NFL’s Bob Papa, Fox Sports’ Gus Johnson, Sam Rosen and Fran Charles.