

FIGHTNIGHT LIVE REACHES FOUR-MILLION VIEW PLATEAU AS SERIES CLOSES OUT 2018

NEW YORK (Dec. 20, 2018) – By averaging nearly 323,000 views per show during Fall/Winter 2018, FIGHTNIGHT LIVE Powered by Everlast heads into 2019 having summited the four million view plateau.

Opening Season II with nine shows that reached more than 2.9 million views collectively, the free and interactive Facebook series already has plans for six shows to open the first quarter of the New Year, looking to add to the 4,329,206 fight fans served since the series' inception in May of 2017.

Now in its second season, FIGHTNIGHT LIVE Powered by Everlast is the fan-friendly Facebook platform that – among other aspects – prides itself on the real-time conversations held between fight commentators and the viewing audience. FIGHTNIGHT LIVE has showcased more than 450 fighters and 15 promotions during 26 live event broadcasts from 18 different cities since May 2017, and in doing so, the interactive platform has generated the loyal interest of fight fans from across the United States and around the globe, including significant audiences in Mexico, the United Kingdom and other parts of Europe, and even fans in South America, Asia and Australia.

“As we head into the New Year, we’re really proud of how many fighters we’ve been able to help and how many promotions we’ve been able to work with to take their local shows and transform them into global events,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’re in talks with several promoters for the first half of 2019 and contracts have already begun to roll in, and we’re grateful to

our sponsors like Everlast, Eat Clean Bro, Mr. Custom Made, Elite Heat Water, BallWash and others for helping us to make all of this happen. Merry Christmas and Happy Holidays from all of us at FIGHTNIGHT LIVE, we'll see you a lot in the New Year!"

Since May 2017, the numbers on the 26-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 166,508 views per event and more than 4.3 million total views for the franchise. Since Sept. 2018, Season II shows have averaged almost 323,000 views.

The Sept. 2018 "Kings Boxing Tuesday Night Fights" (594,447) from the Sands in Bethlehem, the Dec. 2018 "Queens and Kings of Queens Card" (379,758) in New York, the Nov. 2018 "Hard Hitting Showtime Collaboration" (372,662), the Dec. 2018 "Roy Jones Jr. Texas Throwdown" (318,886), the Oct. 2018 "Hard Hitting Philly Special" (297,545), the Oct. 2018 hour-long Bareknuckle "Freeview" (292,253), the Nov. 2018 "Titans In The Capital" (256,871), the Sept. 2017 "Real Deal Promotions: Empire State" from Resorts World Casino (225,000), and the August 2017 CES "Super Saturday" from Foxwoods (203,000) all logged 200,000 or more views, and collectively the 26-show series has seen a total of more than 4,329,206 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 377,000 collective live post engagements (more than 14,500 per show), including more than 293,000 "likes" or "loves," more than 46,000 comments and almost 16,000 shares.

The Sept. 2018 "Kings Boxing Tuesday Night Fights" from the Sands in Bethlehem set a new bar with 594,447 views and the Sept. 2017 DiBella-CES doubleheader carried the series to three-quarters-of-a-million views in just over four months. The Sept. 2017 DiBella card saw more than 40,000 viewer interactions including almost 39,000 "likes" or "loves" and

the March 17, 2018, Murphy's "St. Patrick's Day Clash" set a new high-water mark for shares with 2,182.

The FIGHTNIGHT LIVE page on Facebook has more than 86,000 fans and more than 92,000 followers.

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.

FIGHTNIGHT LIVE Winter and Spring 2019 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.

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authenticity, Everlast is a necessary part of the lives of countless champions. Based in Manhattan, Everlast's products are sold across more than 75 countries and 6 continents. For more information, visit www.everlast.com.