

# MARCH MADNESS: FIGHTNIGHT LIVE PARTNERS WITH MURPHYS BOXING TO AIR MELROSE MAYHEM ON FRIDAY FROM BOSTON

NEW YORK (March 26, 2019) – March Madness for fight fans continues this Friday as FIGHTNIGHT LIVE Powered by Everlast heads back to Boston with Murphys Boxing. Supporters of the Sweet Science will be treated to the seventh free FIGHTNIGHT LIVE show in 10 weekends, beginning at 7:30 p.m. with an outstanding lineup assembled by the boxing promotion born out of the Dropkick Murphys popular Celtic punk band.

“We’re coming off a St. Patrick’s Day show with the Dropkick Murphys and Murphys Boxing that attracted more than 250,000 views for our free, interactive series, and naturally we’d love to carry over that momentum,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’re excited to deliver another quality fight card with several of our favorite Boston-area rising stars via any device where Facebook is available.”

Three Massachusetts-bred fighters will be featured at the top of Friday’s eight-bout bill. In the ten-round main event, local favorite Greg Vendetti (20-3-1, 12 KOs) takes on Tijuana, Mexico’s Alan Zavala (15-3, 13 KOs). In an exciting eight-round co-feature, Ryan Kielczewski (29-4, 11 KOs) faces Nick Otieno (31-15, 13 KOs) in a lightweight matchup. Undefeated Mike Ohan Jr. (8-0, 5 KOs) puts his unblemished resume up against 36-fight veteran Shakha Moore in a welterweight contest.

“We are excited to be partnering with FIGHTNIGHT LIVE once again to bring another action packed card, free of charge to

our many boxing fans on our Dropkick Murphys Facebook page,” said Ken Casey, Dropkick Murphys Frontman and President and Founder, Murphys Boxing. “Coming off our very successful St. Patrick’s Clash IV card just a few weeks ago, we look forward to presenting Mayhem in Melrose featuring WBA title challenger Greg Vendetti in the Main Event.”

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 530 fighters and 16 promotions during 32 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.

Since May 2017, the numbers on the 32-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 170,126 views per event and more than 5.4 million total views for the franchise. Since Sept. 2018, fifteen FIGHTNIGHT LIVE Season II shows have reached 4,019,533 fans and have averaged almost 268,000 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 March 2019 Murphys Boxing “St. Patrick’s Day Clash” (252,065), the Sept. 2017 “Real Deal Promotions: Empire State” from Resorts World Casino (225,000), the Feb. 2019 “Raging Babe Philly Special” (203,000) and the

August 2017 CES “Super Saturday” from Foxwoods (203,000) all logged 200,000 or more views, and collectively the 32-show series has seen a total of more than 5,444,041 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen almost 425,000 collective live post engagements (more than 13,000 per show), including more than 327,000 “likes” or “loves,” almost 58,000 comments and almost 19,000 shares.

The Sept. 2018 “Kings Boxing Tuesday Night Fights” from the Sands in Bethlehem set a new bar with 594,447 views. 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 87,000 fans and more than 95,000 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.

Additional FIGHTNIGHT LIVE 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.

#### About Everlast Worldwide Inc.

The preeminent brand in boxing since 1910, Everlast is the world's leading manufacturer, marketer and licensor of boxing, MMA and fitness equipment. From legendary champions Jack Dempsey and Sugar Ray Robinson to current superstars Deontay Wilder and Dustin Poirier, Everlast is the brand of choice for generations of world champion professional athletes. Built on a brand heritage of strength, dedication, individuality and 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](http://www.everlast.com).