

PRO BOXING: FIGHTNIGHT LIVE HITS NORTH BROAD STREET ON SATURDAY, FEB. 23, FROM THE HISTORIC MET IN PHILADELPHIA

NEW YORK (Feb. 22, 2019) – Returning to the City of Brotherly Love on Saturday to complete a doubleheader weekend of FREE fights on Facebook, FIGHTNIGHT LIVE Powered by Everlast heads to hallowed ground on North Broad Street and the newly-refurbished Met Philadelphia for an outstanding card with Hard Hitting Promotions and Live Nation. Beginning at 8 p.m. E.T. from the city earning its moniker as the “Reigning Fight Capital,” the fan-friendly FNL platform will feature eight highly-anticipated bouts in the renovated venue.

“The Met in Philadelphia has undergone an incredible transformation, and we’re honored to showcase that transformation and Saturday’s red-hot card from that hallowed and historic venue,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “The main event has the makings of a thriller for fight fans in Philly and beyond, and the undercard features some of our favorite up-and-coming Philly prospects and the return of Charm City Champion Malik Hawkins, who has been a longtime friend of our entire crew.”

The free, interactive series – which has entertained more than 4.5 million fight fans since its platform premiere in May of 2017 – heads to Philadelphia once again as part of a FIGHTNIGHT LIVE doubleheader weekend spanning Feb. 22-23. The three-show February is part of a 2019 first quarter that showcases an outstanding six-card lineup featuring six different promotions and spanning four cities, which began with 203,000-plus views for Raging Babe’s Philly Special on Feb. 8 live from South Philly and includes tonight’s Joe

DeGuardia's Star Boxing Rockin' Fights 34 from the Paramount in Huntington, N.Y.

A pair of Pennsylvania State Title bouts headline Saturday's show. The Keystone State lightweight championship and two undefeated records will be on the line as two Philadelphians battle for supremacy – Jeremy "King" Cuevas (11-0, 8 KOs) takes on Steven Ortiz (9-0, 3 KOs). In the co-feature of the evening Samuel Teah (15-1, 7 KOs) – fresh off of his impressive November 2018 victory on ShoBox – will face dangerous southpaw Tre'Sean "Trigger" Wiggins (10-4-1, 6 KOs). Several other prospects dot the card, including former top-rated amateur lightweight Brandon Pizarro (13-1, 6 KOs), Baltimore welterweight Malik Hawkins(13-0, 9 KOs), super featherweight Floridian Gadwin Rosa (9-0, 7 KOs), Puerto Rican lightweight Christian Tapia (7-0, 6 KOs), bantamweight Emmanuel "Salserito" Rodriguez (3-0), Benny "The Jewish Bulldog" Sinakin (2-0, 1 KO) and Tamar "Princess" Israeli (2-0, 2 KOs).

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 460 fighters and 16 promotions during 27 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 27-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 167,871 views per event and more than 4.5 million total views for the franchise. Since Sept. 2018, Season II shows have averaged almost 311,000 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), 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 26-show series has seen a total of more than 4,532,526 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 388,000 collective live post engagements (more than 14,300 per show), including more than 300,000 “likes” or “loves,” more than 48,000 comments and almost 16,500 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 93,000 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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