

PROGRAMMING ALERT: CES BOXING, FIGHTNIGHT LIVE TO PARTNER FOR AUG. 26 PRE-MAYMAC CARD FREE ON FACEBOOK

NEW YORK (August 25, 2017) – Fight fans who want to whet their appetite prior to Mayweather-McGregor will be able to do so on Saturday, Aug. 26, thanks to a new partnership between veteran promoter Jimmy Burchfield Sr. and the FIGHTNIGHT LIVE Facebook series. CES Boxing and the tech-forward, fan-friendly Facebook broadcast platform are set to deliver once again – this time from Foxwoods Resort Casino in Connecticut – from 6-9 p.m. ET this Saturday before action heats up in the desert later that night.

Highlighting the CES Boxing card at Foxwoods' Premier Ballroom is New London, Conn., native Jimmy Williams (13-0-1, 5 KOs), as he defends his WBC-USNBC Welterweight Title against veteran Bronx N.Y. pugilist Issouf Kinda (18-4, 7 KOs). Also appearing on the card: New London's Cristobal Marrero (4-0, 3 KOs), Hartford's Richie Rivera (2-0, 2 KOs) and Jose Rivera (3-1, 3 KOs), Miguel Ortiz (2-0, 1 KO) of Springfield, Mass., and others.

"CES Boxing starts the fireworks with a live, action-packed card at Foxwoods Resort Casino leading up to the Mayweather-McGregor PPV," proudly states CES President Burchfield Sr. "We are extremely excited to be partnering with Linacre Media to broadcast this event worldwide on the FIGHTNIGHT LIVE Facebook page."

Tickets are priced at \$55, \$90, \$155 and \$325 and can be purchased online at cesboxing.com, foxwoods.com, or ticketmaster.com, or by phone at 401-724-2253 or 800-200-2882.

As an added bonus, all CES ticket holders receive a free, reserved seat to the exclusive Pay Per View showing of Floyd Mayweather vs. Conor McGregor in Foxwoods' Grand Theater.

"We're happy to be involved in what will be a great night for fight fans all over the globe," said Mark Fratto, Principal of Linacre Media. "In addition to the great crowd that Jimmy Burchfield Sr. and Team CES is sure to deliver with a packed, local card and the May-Mac PPV following on the big screen at Foxwoods, we're thrilled to deliver all of the action from coast-to-coast and around the world through our Facebook FIGHTNIGHT LIVE channel. We hope a lot of boxing and MMA fans having fight parties will enjoy our free New England Facebook show on any device before turning their attention toward the desert and Showtime."

The numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform. The July Roy Jones Jr. "Desert Showdown" from Phoenix, the May "Slugfest at the Sun" from Mohegan Sun and the June "Rosemont Rumble" from Chicago drew audiences of 65,000, 44,000 and 31,000, respectively, with more than 6,000 of hours of LIVE video consumed by Facebook users. In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 27,000 collective live post engagements, including more than 15,500 "likes" or "loves," more than 9,000 comments and 1,600-plus 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 Saturday night, August 26, live from Foxwoods Resort Casino in Ledyard, Conn., 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 Michael Woods of the TalkBox Podcast, NYFights.com and The Ring and analyst Xavier Porter of BrooklynFights.com, Notorious Boxing and the "Shoot the 5" radio show. 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 multiple camera angles, 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 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.