

# 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.

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# FACEBOOK FIGHTNIGHT LIVE TO COLLABORATE WITH STAR BOXING ON FRIDAY, FEB. 22, FROM JAM-PACKED PARAMOUNT

NEW YORK (Feb. 18, 2019) – Collaborating with Joe DeGuardia's Star Boxing for the fourth time in series history and returning to Long Island for the first time in more than a year, FIGHTNIGHT LIVE Powered by Everlast opens the doors to fight fans from what will be a jam-packed Paramount on Friday, Feb. 22, at 7:30 p.m.

The free, interactive series – which has entertained more than 4.5 million fight fans since its platform premiere with Star Boxing in May of 2017 – visits Huntington, N.Y., 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 Philadelphia.

"This Feb. 22 show in many ways epitomizes what FIGHTNIGHT LIVE is all about," said Mark Fratto, Principal and Director of Business Development, Linacre Media. "It'll be a sold-out show and our platform gives fight fans a chance to get in on the action even if they can't get a ticket. The main event features two international stars and Facebook gives us a global platform where their fans can tune in. And then there's the usual undefeated prospects and up-and-comers who we're always very happy to showcase and give a home to as they look to build wins and a fanbase."

On Friday, Feb. 22, the 34th edition of Star Boxing's

acclaimed fight series Rockin' Fights 34 brings boxing talent from across the world to The Paramount. The main event is a toss-up between big-time European cruiserweight prodigies. Belgian IBF Continental Champ Joel Djeko (14-2-1, 7 KOs) will take on Italian Cruiserweight and former IBF Mediterranean Champion Simone Federici (14-1-1, 6 KOs) in an intriguing 10-round bout. The co-featured contest will witness the return of Huntington's own Johnny Hernandez (9-4, 1 KO), who will be taking on the red-hot upset-minded Marquis Hawthorne (6-9, 1 KO) of Waco, Texas. Star Boxing prospects Terrell Bostic (3-1, 1 KO) and Alex Vargas (2-0) of Long Island and Dashaun Johns (1-0, 1 KO) of The Bronx also all take centerstage on Feb. 22 in separate bouts.

"I am looking forward to another exciting night of 'Rockin' Fights' at the Paramount," said DeGuardia. "We should have another thrilling night of fights and it's great that fans that can't make it to the Paramount will be able to watch on Facebook FIGHTNIGHT LIVE."

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.

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# **CHRISTIAN CARTO, DARMANI ROCK HEADLINE RAGING BABE'S FEB. 8 "PHILLY SPECIAL" ON FACEBOOK FIGHTNIGHT LIVE**

NEW YORK (Feb. 1, 2019) – Having eclipsed the four-million views mark to close out the 2018 calendar year, FIGHTNIGHT LIVE Powered by Everlast opens the first quarter of 2019 with an outstanding six-card lineup featuring six different promotions and spanning five cities, beginning on Friday, Feb. 8 in South Philadelphia.

The free and interactive Facebook series rings its opening bell next Friday at 2300 Arena in South Philly by showcasing an exceptional, standing-room-only card put together by Raging Babe. Partnering with forward-thinking promoter Michelle Rosado on next week's "Philly Special" featuring several undefeated prospects – including bantamweight Christian Carto (17-0, 11 KOs) and heavyweight Darmani Rock (13-0, 8 KOs) – FIGHTNIGHT LIVE is sure to get its 2019 schedule off to a hot start.

"We're excited to partner with FIGHTNIGHT LIVE for our debut Philly event," said Rosado. "The fights on the card and the fighters themselves have captured the attention of fight fans all over, even outside of the Philadelphia area, so we're thrilled to give people the opportunity to see the fights live."

Carto meets veteran southpaw Victor Ruiz (22-10, 15 KOs) in the main event, as the 22-year-old prospect looks to continue to make his case as a contender. Rock will fight in the card's co-feature, while undefeated Marcel Rivers (6-0, 4 KOs) of North Philadelphia meets Derrick Whitley (4-0-1) of

Springfield, Mass. in a special welterweight attraction. Amateur heavyweight standout Sonny Conto of South Philadelphia – a recent signee of monolithic promotion Top Rank – will also be featured in his pro debut as part of a seven-bout card.

“We couldn’t be happier to begin our New Year at 2300 Arena with the outstanding lineup that Raging Babe has assembled for the Feb. 8 ‘Philly Special,’” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’ve been able to showcase nearly 500 up-and-comers on our platform, and Christian Carto is special prospect who we’re really pleased to feature on Facebook. Darmani Rock always brings the thunder, and watch out for the pro debut of Top Rank signee Sonny Conto as well.”

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.

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

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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.

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## **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.

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“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!”

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# **FIGHTNIGHT LIVE LOOKS TO ECLIPSE FOUR MILLION VIEWS WITH HOLIDAY SPECIAL ON FRIDAY, DEC. 7 IN JAMAICA, QUEENS**

NEW YORK (Dec. 4, 2018) – At just under four million series views headed into its final show of 2018, FIGHTNIGHT LIVE Powered by Everlast will celebrate the Holiday Season at home in New York City this coming Friday. A terrific card featuring an abundance of Five Boroughs-based fighters will be on display to round out the year on any device wherever Facebook is available beginning at 7 p.m. E.T. on Friday, Dec. 7.

“The Holiday Season is all about family, and what better place for us to celebrate than in New York by showcasing deserving boxers from our home market,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’re excited to feature our first female main event with ‘Queen’ Ronica Jeffrey meeting veteran Edina Kiss, and with a number of fighters from our world-famous Gleason’s Gym Boxing Family on the card, this one is special to all of us at FIGHTNIGHT LIVE.”

This Friday, Dec. 7, from Club Amazura in Jamaica, N.Y., eight bouts are scheduled featuring a host of New York City-based warriors. The main event pits former International WBF World Super Featherweight and interim IBA World Super Featherweight



titleholder Ronica Jeffrey (16-1, 1 K0) against hard-hitting veteran Edina Kiss (15-8, 9 K0s) – who has previously met Heather Hardy, Cindy Serrano, Amanda Serrano, Shelly Vincent and Mikaela Mayer – in a scheduled six-rounder. Undefeated Bronx welterweight Pete Dobson (9-0, 5 K0s) ends a nearly 18-month layoff in a step-up bout against battle-tested Salim Larbi (20-10-2, 7 K0s), who will be facing his fourth unbeaten opponent over his past six fights. Undefeated super bantamweight Ariel Lopez (10-0, 6 K0s) takes on 13-bout veteran Jeno Tonte (9-4, 8 K0s) of Hungary, while unbeaten super bantamweight Jose Gonzalez (10-0-2, 3 K0s) faces veteran Andre Wilson (15-12-1, 12 K0s). Popular New York-based Irish welterweight Noel Murphy (12-1, 2 K0s), super lightweight Larry Fryers (8-1, 3 K0s) and super featherweight Harrison Barba (1-1, 1 K0) are all scheduled to appear in separate bouts.

“We are looking forward to another great night of boxing this Friday night at Club Amazura,” said Ronson Frank, President of Uprising Promotions. “We are also excited to partner up with the team at FIGHTNIGHT LIVE to provide added exposure to the fighters on this card, and to our sponsors that have continually supported us over the years.”

Now in its second season, FIGHTNIGHT LIVE Powered by Everlast is the fan-friendly series 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 440 fighters and 13 promotions during 25 live event broadcasts from 17 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 25-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with

an average of 157,973 views per event and nearly 4.0 million total views for the franchise. Since Sept. 2018, Season II shows have averaged more than 315,000 views.

The Sept. 2018 “Kings Boxing Tuesday Night Fights” (594,447) from the Sands in Bethlehem, 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 25-show series has seen a total of more than 3,949,448 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 340,000 collective live post engagements (more than 13,500 per show), including more than 269,000 “likes” or “loves,” more than 45,000 comments and more than 15,000 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.

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## **LIVE BOXING: FIGHTNIGHT LIVE: Roy Jones Jr. Promotions at Scottish Rite Theate**

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## **FIGHTNIGHT LIVE TO CELEBRATE 25TH SHOW THIS SATURDAY, DEC. 1, WITH ROY JONES JR. PROMOTIONS IN SAN ANTONIO**

NEW YORK (Nov. 27, 2018) – Now approaching four million series views, FIGHTNIGHT LIVE Powered by Everlast is set to hit a few more milestones on Saturday, Dec. 1, in San Antonio, Texas. Partnering once again with the legendary Roy Jones Jr. and Keith Veltre of RJJ Promotions, the interactive, fan-friendly

series will hold its 25th show – live from its tenth state of origin – showcasing a pair of undefeated warriors with hardware on the line. Local flair will also be on display on any device wherever Facebook is available beginning at 6:30 p.m. E.T. (5:30 p.m. C.T.).

“Roy and I have always felt that live streaming would take the place of the old platforms of delivering fights,” stated Keith Veltre, CEO and Co-Founder of Roy Jones Jr. Boxing Promotions. “This gives us the ability to reach millions of boxing fans around the world and enable us to deliver our sponsors a great deal of exposure we would normally get from traditional TV. This series is giving fighters the opportunity to showcase their talent to the world and gain a fan base. We are thrilled that this vision lines up exactly where Roy Jones Jr. Boxing Promotions wants to be.”

This Saturday, Dec. 1, from the fabled Scottish Rite Theatre in San Antonio features a 10-round main event between undefeated super lightweights Kendo Castaneda (14-0, 7 KOs) and Gilbert Venegas Jr. (10-0, 6 KOs), who will battle for the vacant WBA-NABA title. Locally-promoted favorites Ricky Medina (1-0, 1 KO), Luis Villarreal (3-0-1, 1 KO), Xavier Wilson (8-0-1, 1 KO) and others will put their undefeated records on the line as part of a stacked undercard.

“Roy Jones Jr. and Keith Veltre have believed in our FIGHTNIGHT LIVE platform from the beginning and we’re thrilled to partner with them once again on what will be our 25th show in the series,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’re also excited to make our series debut in the Lone Star State, the tenth State in the Union for our FIGHTNIGHT LIVE shows. It’ll be a hot one in Texas to open our December schedule.”

Now in its second season, FIGHTNIGHT LIVE Powered by Everlast is the fan-friendly series 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 425 fighters and 13 promotions during 24 live event broadcasts from 16 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 24-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 151,269 views per event and more than 3.6 million total views for the franchise. Since Sept. 2018, Season II shows have averaged more than 315,000 views.

The Sept. 2018 “Kings Boxing Tuesday Night Fights” (594,447) from the Sands in Bethlehem, the Nov. 2018 “Hard Hitting Showtime Collaboration” (372,662), 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 August 2017 CES “Super Saturday” from Foxwoods (203,000), the Oct. 2018 CES “Super Saturday” from Foxwoods (196,656), the Sept. 2018 “Card Fit For Kings” from Philadelphia (195,620), the Sept. 2017 CES “Twin River Twinbill” from Lincoln, R.I. (157,000) and the March 17, 2018, Murphy’s “St. Patrick’s Day Clash” (151,253) all logged 150,000 or more views, and collectively the 24-show series has seen a total of more than 3,630,448 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 320,000 collective live post engagements (more than 13,000 per show), including more than 250,000 “likes” or “loves,” more than 43,000 comments and almost 15,000 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 84,000 fans and more than 90,000 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.

More FIGHTNIGHT LIVE Winter 2018 dates will be officially announced in the coming weeks.

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**FIGHTNIGHT LIVE TO AIR SEVEN  
BOUTS PRIOR TO SHOWTIME ON  
HARD HITTING PROMOTIONS CARD**

# FRIDAY IN PHILLY

NEW YORK (Nov. 13, 2018) – Headed to the Fighting City of Philadelphia once again on Friday, FIGHTNIGHT LIVE Powered by Everlast will deliver a full, explosive, seven-bout card presented by Hard Hitting Promotions and Victory Boxing. Some of Philly's finest prospects will be in action live on any device wherever Facebook is available beginning at 6:30 p.m. E.T. on Friday, Nov. 16, before ShoBox: The New Generation hits the airwaves at 9:35 p.m. E.T./P.T. with a tripleheader featuring undefeated welterweight Jaron "Boots" Ennis (21-0, 19 KOs) as he takes on Raymond "Tito" Serrano (24-5, 10 KOs) in a red-hot, all-Philly matchup.

"We're excited as always to work with the Hard Hitting Team and showcase their stable of up-and-coming prospects, this time with some hardware at stake," said Mark Fratto, Principal and Director of Business Development, Linacre Media. "Working on a card alongside ShoBox is a great step for our platform, and one that we have discussed for a while now. It will be great to see every outstanding bout on the card make air during another epic night of action in Philadelphia."

On Friday, live from 2300 Arena in the City of Brotherly Love, a pair of National Boxing Association (NBA) belts are on the line. Outstanding area prospects Branden Pizarro (12-1, 6 KOs) and Gadwin Rosa (8-0, 7 KOs) could walk out wearing the first championship straps of their young, promising careers, while Christian Tapia (6-0, 5 KOs), Angel Pizarro (4-0, 3 KOs) and Benny Sinakin (1-0) will risk their impressive undefeated records in front of a raucous hometown crowd and a global audience on Facebook.

"Hard Hitting Promotions is excited to team with FIGHTNIGHT LIVE once again for Friday's event," said Manny Rivera of Team Hard Hitting. "FIGHTNIGHT LIVE is a great partner that gives Hard Hitting Promotions a platform to showcase our talent and

NBA title fights around the world. Combined with the power of SHOWTIME Boxing on Friday, Philly once again makes a case as the Boxing Capital of the East Coast – that’s Hard Hitting’s Mission!”

Now in its second season, FIGHTNIGHT LIVE Powered by Everlast is the fan-friendly series 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 399 fighters and 12 promotions during 22 live event broadcasts from 15 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 22-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 136,405 views per event and more than 3.0 million total views for the franchise. Since Sept. 2018, Season II shows have averaged more than 315,000 views.

The Sept. 2018 “Kings Boxing Tuesday Night Fights” (594,447) from the Sands in Bethlehem, the Oct. 2018 “Hard Hitting Philly Special” (297,545), the Oct. 2018 hour-long Bareknuckle “Freeview” (292,253), the Sept. 2017 “Real Deal Promotions: Empire State” from Resorts World Casino (225,000), the August 2017 CES “Super Saturday” from Foxwoods (203,000), the Oct. 2018 CES “Super Saturday” from Foxwoods (196,656), the Sept. 2018 “Card Fit For Kings” from Philadelphia (195,620), the Sept. 2017 CES “Twin River Twinbill” from Lincoln, R.I. (157,000) and the March 17, 2018, Murphy’s “St. Patrick’s Day Clash” (151,253) all logged 150,000 or more views, and collectively the 22-show series has seen a total of 3,000,915 views across all devices.

In addition to the raw viewership numbers, the fully-



interactive, fan-friendly productions have seen more than 266,000 collective live post engagements (more than 12,000 per show), including more than 198,000 “likes” or “loves,” more than 40,000 comments and more than 13,000 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 83,000 fans and more than 88,000 followers.

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More FIGHTNIGHT LIVE Winter 2018 dates will be officially announced in the coming weeks.

FIGHTNIGHT LIVE is available online at:  
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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

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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).

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## **FIGHTNIGHT LIVE TO COMPLETE DOUBLEHEADER WEEKEND WITH GRITTY TITANS THROWDOWN IN HARRISBURG**

NEW YORK (Nov. 13, 2018) – Recently eclipsing three-million series views, FIGHTNIGHT LIVE Powered by Everlast completes its weekend Keystone State Tour on Saturday, Nov. 17, with even more hardware on the line. Partnering with its 13th promoter for the 24th show of series, the fan-friendly, interactive FREE platform teams with Titans Boxing for a gritty eight-bout card live from the Pennsylvania State Capital. A pair of American Boxing Federation titles will be at stake and local flavor will be on display via any device

wherever Facebook is available beginning at 7 p.m. E.T. this Saturday.

“Dr. Andrew Foy and Titans Boxing are filling a void in Central Pennsylvania where some experienced guys are scrapping hard in evenly-matched crossroads battles, while some younger up-and-comers are looking for a chance to shine,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’ve been able to showcase almost 400 different fighters on our platform so far and are eager to give this group the chance to show their skills to a global audience.”

The event this Saturday, Nov. 17, at the historic Zembo Shrine Auditorium in Harrisburg, Pa., features two eight-round title fights. After reviving his career in Harrisburg, Philly warhorse Jamaal Davis (17-13-1, 7 K0) will be looking to win his second title in under a year. In the co-featured contest, Shakeem Hodge (5-1-1, 4 K0) from Reading, Pa., will be squaring off with Terrance Williams (4-2-1) of Harrisburg in a rematch of their hard-fought draw in April. Local favorite Nick Hernandez (9-3) of Lebanon, Pa., will also be in action along with Harrisburg up-and-comers Roy McGill (5-1) and Angel Rivera (3-0), who both face their toughest tests to date when they take on Anthony Sonnier (4-0) and Austin Bryant (4-1) of the renowned Pivot Boxing Squad from Upper Darby, Pa.

“This will be the seventh show promoted by Titans Boxing since it started in June 2017 and this card will be the best to date by far,” said Andrew Foy, M.D., of Titans Promotions. “Eight bouts are scheduled with two co-main event title fights. The fact that it will be streamed live to hundreds of thousands of fans around the world is incredibly exciting for me, the boxers and the local community that has supported us along the way.”

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itself on the real-time conversations held between fight commentators and the viewing audience. FIGHTNIGHT LIVE has showcased more than 399 fighters and 12 promotions during 22 live event broadcasts from 15 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 22-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 136,405 views per event and more than 3.0 million total views for the franchise. Since Sept. 2018, Season II shows have averaged more than 315,000 views.

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The Saturday, Dec. 1, show from the fabled Scottish Rite Theatre in San Antonio features a 10-round main event between undefeated super lightweights Kendo Castaneda (14-0, 7 KOs) and Gilbert Venegas Jr. (10-0, 6 KOs), who will battle for the vacant WBA-NABA championship. Local favorites Ricky Medina (1-0, 1 KO), Luis Villarreal (3-0-1, 1 KO) and Xavier Wilson (8-0-1, 1 KO) will put their undefeated records on the line as part of a stacked undercard.

“Roy Jones Jr. and Keith Veltre have believed in our FIGHTNIGHT LIVE platform from the beginning and we’re thrilled to partner with them once again on what will be our 25th show in the series,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’re also excited to make our series debut in the Lone Star State, the tenth State in the Union for our FIGHTNIGHT LIVE shows. It’ll be a hot one in Texas to open our December schedule.”

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More FIGHTNIGHT LIVE Fall and Winter 2018 dates will be officially announced in the coming weeks.

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