

# **FIGHTNIGHT LIVE ROCKS ON SATURDAY, FEB. 24 WITH MURPHY'S BOXING MATINEE AS WEEKEND TRIPLEHEADER CONTINUES**

NEW YORK (Feb. 20, 2018) – Facebook FIGHTNIGHT LIVE continues its tripleheader weekend with a Murphys Boxing matinee on Saturday, live from the Mohegan Sun Ballroom in Connecticut. Fight fans from across the nation and around the globe can catch an outstanding card with international appeal on any device wherever Facebook is available from 3-7 p.m., brought to fans by the promotion born out of the Dropkick Murphys popular Celtic punk band.

“Times are changing for boxing just like streaming changed music. With the built-in audiences we have we are reaching a higher viewership with our streams than many of the televised fight cards are these days. We are proud of the fights we are putting on and the big audiences we are drawing, and it’s great for our fighters to get the exposure,” said Ken Casey, Dropkick Murphys Frontman and President and Founder, Murphys Boxing.

Recently hitting the 1,000,000 views mark, Saturday afternoon’s show continues FIGHTNIGHT LIVE’s historic Feb. 23-24 back-to-back-to-back Friday and Saturday shows spanning from the casinos of New England to the Boardwalk of Atlantic City. The Dropkick Murphys are live in concert at Mohegan Sun Arena for fans onsite after Murphys Boxing, but ringside access on the Facebook FIGHTNIGHT LIVE channel takes viewers to the Jersey Shore after the closing bell in Uncasville, Conn.

"We're excited about Saturday, and also to begin a two-fight promotion with Murphys Boxing," said Mark Fratto, Principal of Linacre Media. "The card is filled with undefeated up-and-comers with international appeal, and Facebook is a terrific medium to deliver these great fights and outstanding athletes to a global audience. We're thrilled that the Murphys are part of the action and can't wait to hoist a pint with them during our St. Patrick's Day show in Boston as well."

Murphys Boxing action at Mohegan Sun on Saturday afternoon features a battle for the WBA-NABA light heavyweight title between undefeated Charles Foster (14-0, 8 KOs) of New Haven, Conn. and Justin Thomas (19-3, 7 KOs) of Baton Rouge, La. A bevy of unbeaten battlers will be featured on a packed undercard that includes heavyweight Niall Kennedy (10-0, 6 KOs), super featherweight William Foster III (4-0, 3 KOs), super middleweight Carlos Gongora (10-0, 8 KOs), super featherweight Abraham Nova (9-0, 8 KOs) and super lightweight Ray Jay Bermudez (2-0, 1 KO).

Over the first nine-plus months of programming, the numbers on the 12-show FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of close to 90,000 fight fans tuning in per event and more than one-million fans served.

The Sept. 9 "Real Deal Promotions: Empire State" from Resorts World Casino (225,000), the August CES "Super Saturday" from Foxwoods (203,000), the Sept. CES "Twin River Twinbill" from Lincoln, R.I. (157,000) all topped 150,000 views, and collectively the 12-show series saw a total of more than 21,000 total hours of Facebook video consumed by 1,067,435-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 142,000 collective live post engagements (nearly 12,000 per show), including almost 97,000 "likes" or "loves," more than

22,000 comments and almost 6,000 shares.

FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males ages 25-34, which encompasses approximately 30.0 percent of the audience, on average.

The Sept. 9 “Real Deal Promotions: Empire State” set a new bar with 224,658 views and the Sept. 15-16 DiBella-CES doubleheader carried the series to three-quarters-of-a-million views in just over four months. The Feb. 10 Hard-Hitting Promotions “Philly Fight Night” show stands out individually with 3,421 live hours of content viewed, while the Sept. 15 DiBella card saw more than 40,000 viewer interactions including almost 39,000 “likes” or “loves.”

The FIGHTNIGHT LIVE page on Facebook has more than 80,000 fans and more than 82,000 followers. And Facebook itself has taken notice – the world’s No. 1 social network recently profiled FIGHTNIGHT LIVE on its “Success Stories” media blog, noting the series’ use of industry best practices for production and interactivity:

<https://www.facebook.com/facebookmedia/success-stories/fightnight>

Facebook FIGHTNIGHT LIVE has been delivered to fans absolutely free since its May 2017 launch courtesy of series corporate partners like Elite Heat Water, Montauk Iced Tea ([montaukbev.com](http://montaukbev.com)), Mr. Custom Made ([mrcustommade.com](http://mrcustommade.com)) and BallWash ([ballwash.com](http://ballwash.com)).

On Saturday afternoon, Feb. 24, live from live from Mohegan Sun Casino in Uncasville, 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 Vladimir Lik of The RING, Round By Round Boxing and the Russian language newspaper Russkaya Reklama, and analyst Xavier Porter of

BrooklynFights.com and Notorious Boxing. 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 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/Spring 2018 dates will be officially announced in the coming weeks.

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## **FIGHTNIGHT LIVE SERIES OPENS**

# FACEBOOK WEEKEND TRIPLEHEADER WITH CES LIVE FROM RHODE ISLAND ON FRIDAY, FEB. 23

NEW YORK (Feb. 16, 2018) – Beginning next Friday, Facebook FIGHTNIGHT LIVE serves up tripleheader action inside the squared circle. To open the weekend, the fan-friendly boxing and MMA streaming service partners once again with renowned promoter Jimmy Burchfield Sr. for a red-hot CES Boxing card to start the boxing year in New England. Fans from across the globe can catch all the action beginning at 8 p.m. ET live from Twin River Casino in Rhode Island on any device wherever Facebook is available.

“This is an exciting main event between two deserving championship contenders and there’s no better partner than FIGHTNIGHT LIVE to provide fight fans all around the globe a front-row seat to the action. Ray Oliveira Jr. has paid his dues though the years while other fighters in New England have had the opportunity to see their name in lights. Now he gets his shot to headline for the first time in his career while competing for his first championship,” said Burchfield, Sr.

Recently hitting the 1,000,000 views mark, Friday’s show rings the opening bell on FIGHTNIGHT LIVE’s Feb. 23-24 back-to-back-to-back Friday and Saturday shows spanning from the casinos of New England to the Boardwalk of Atlantic City.

“At this point, CES and FIGHTNIGHT LIVE are family,” said Mark Fratto, Principal of Linacre Media. “We know each other, we love working on shows with the Burchfield and CES Family and have relationships with the promoters and fighters that extend long past the bell. These are great people and great athletes and we’re excited as always to give them a platform to showcase their talent and tell their stories. What a great way

to open a jam-packed weekend of Facebook fights.”

CES Boxing kicks off the 2018 Twin River Casino Fight Series on Friday, Feb. 23, with Fall River, Mass., junior middleweight Ray Oliveira Jr. (9-1, 1 KO) headlining for the first time in his career and vying for the World Boxing Union (WBU) Super Welterweight Canadian-American-Mexican (CAM) Championship in an eight-round showdown against New Haven, Conn., veteran Edwin Soto (11-2-2, 4 KOs), plus a six-round heavyweight co-feature between Sicilian Juiseppe Cusumano (13-1, 11 KOs) and battle-tested Pittsburgh, Pa., native Fred Latham (9-1-2, 5 KOs).

Over the first nine-plus months of programming, the numbers on the 12-show FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of close to 90,000 fight fans tuning in per event and more than one-million fans served.

The Sept. 9 “Real Deal Promotions: Empire State” from Resorts World Casino (225,000), the August CES “Super Saturday” from Foxwoods (203,000), the Sept. CES “Twin River Twinbill” from Lincoln, R.I. (157,000) all topped 150,000 views, and collectively the 12-show series saw a total of more than 21,000 total hours of Facebook video consumed by 1,067,435-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 142,000 collective live post engagements (nearly 12,000 per show), including almost 97,000 “likes” or “loves,” more than 22,000 comments and almost 6,000 shares.

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The FIGHTNIGHT LIVE page on Facebook has more than 80,000 fans and more than 82,000 followers. And Facebook itself has taken notice – the world’s No. 1 social network recently profiled FIGHTNIGHT LIVE on its “Success Stories” media blog, noting the series’ use of industry best practices for production and interactivity:

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On Friday night, Feb. 23, live from live from Twin River Casino in Lincoln, R.I., 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 and Notorious Boxing. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

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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.

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## **FACEBOOK FIGHTNIGHT LIVE SERIES ECLIPSES 1,000,000 VIEW PLATEAU THIS PAST SATURDAY**

NEW YORK (Feb. 15, 2018) – The million-view mountaintop has been summited by the FIGHTNIGHT LIVE series, with sights set only higher for what is to come in 2018. The ten month-old, fan-friendly Facebook platform has already featured two outstanding fight cards in the first six weeks of the New Year



– and up next: Feb. 23-24 back-to-back-to-back Friday and Saturday shows spanning from the casinos of New England to the Boardwalk of Atlantic City.

The interactive series that – among other aspects – prides itself on the real-time conversations held between fight commentators and the viewing audience recorded new high-marks with 5,033 in-show comments and 3,421 total hours viewed in Philadelphia last Saturday. The ultimate result of all of the show-by-show views, the series interactivity and the global reach of the Facebook platform throughout the U.S.A. and also to significant audiences in the U.K., Mexico and South America – FIGHTNIGHT LIVE surpassed a new milestone by reaching its 1,067,435th view in only its 12th show.

And Facebook itself has taken notice – the world's No. 1 social network recently profiled FIGHTNIGHT LIVE on its "Success Stories" media blog, noting the series' use of best practices for production and interactivity: <https://www.facebook.com/facebookmedia/success-stories/fightnight>

"THANK YOU, fight fans! We're extremely proud that Facebook FIGHTNIGHT LIVE has provided free, action-packed events for more than a million fans in just over nine months, by posting a show-by-show average audience of nearly 90,000," said Mark Fratto, Principal and Director of Business Development, Linacre Media. "But beyond the numbers, we're really pleased with the way the shows have been presented, using multiple promoter-friendly production models. We've been able to showcase up-and-coming fighters to fight fans all over the world, and help them expand their bases. And we've been able to invite our viewers to be part of the action by fostering real-time interaction between our broadcasters and viewers on the fight activity, the decisions and the knockouts; it's the next-best thing to having a ringside seat."

Over the first nine-plus months of programming, the numbers on

the 12-show FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of close to 90,000 fight fans tuning in per event and more than one-million fans served.

The Sept. 9 “Real Deal Promotions: Empire State” from Resorts World Casino (225,000), the August CES “Super Saturday” from Foxwoods (203,000), the Sept. CES “Twin River Twinbill” from Lincoln, R.I. (157,000) all topped 150,000 views, and collectively the 12-show series saw a total of more than 21,000 total hours of Facebook video consumed by 1,067,435-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 142,000 collective live post engagements (nearly 12,000 per show), including almost 97,000 “likes” or “loves,” more than 22,000 comments and almost 6,000 shares.

FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males ages 25-34, which encompasses approximately 30.0 percent of the audience, on average.

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The FIGHTNIGHT LIVE page on Facebook has more than 80,000 fans and more than 82,000 followers.

Facebook FIGHTNIGHT LIVE has been delivered to fans absolutely free since its May 2017 launch courtesy of series corporate partners like Elite Heat Water, Montauk Iced Tea

(montaukbev.com), Mr. Custom Made (mrcustommade.com) and BallWash (ballwash.com).

Many FIGHTNIGHT LIVE cards are called by world-renowned blow-by-blow announcer Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Networks. Often joining Flores ringside are analysts like Michael Woods of the TalkBox Podcast, NYFights.com and Ring TV. Marc Abrams of AWE, NBC Sports Philadelphia, 15Rounds.com and AbramsBoxing.com and Xavier Porter of BrooklynFights.com and Notorious Boxing are frequent contributors while pro fighters like former IBF and WBA World Champion Paulie Malignaggi and Top Ten world-ranked light heavyweight Mike Lee have provided expert analysis from the broadcast booth. Locally-based ringside reporters with significant social media followings are often employed for weigh-in day “behind the scenes” taped interviews and post-fight reports.

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## **“HAMMERIN’” HANK LUNDY VS. “CHOP CHOP” CORLEY HEADLINES SATURDAY NIGHT FACEBOOK FIGHTNIGHT LIVE CARD FROM SOUTH PHILLY**

PHILADELPHIA (Feb. 9, 2018) – On Saturday night, a highly-anticipated battle between a former world champion and a world title challenger headlines a big night of boxing in the Championship City of Philadelphia, as Hard Hitting Promotions partners with Facebook FIGHTNIGHT LIVE to showcase a card featuring a number of undefeated fighters and rising area prospects. Fight fans from across the globe can catch names like Lundy, Corley, Webster, Cuevas, Rahman and Baumgardner beginning at 7 p.m. live from South Philly on any device wherever Facebook is available, as the easy-to-access combat sports platform delivers its second show of the New Year.

“Our Facebook FIGHTNIGHT LIVE series has showcased outstanding cards from New York to Chicago to Arizona to the heartland, and we’re really looking forward to capturing exceptional action on Saturday from the Fighting City – and the Championship City – of Philadelphia. Saturday’s card features so many fighters that all boxing fans have heard of, and some

exciting prospects that Hard Hitting Promotions has been doing a great job of building in the Philly area,” said Mark Fratto, Principal of Linacre Media. “The FIGHTNIGHT LIVE series will deliver its 1,000,000th view live from 2300 Arena and we want to thank fight fans everywhere for their support.”

In the main event on Saturday, Philadelphia’s “Hammerin’” Hank Lundy (28-6-1, 14 KOs) looks to electrify his hometown faithful as the former world title challenger takes on former WBO Junior Welterweight World Champion DeMarcus “Chop Chop” Corley (50-28-1, 28 KOs), in what will be the 80th career bout for the veteran. In the co-feature, super middleweight contender Derrick “Take it to the Bank” Webster (24-1, 13 KOs) meets hard hitting Colombian Francisco Cordero (38-9, 29 KOs). The card also features a number of intriguing prospects – including Alicia Baumgardner (4-0, 4 KOs) as she vies for the WBC International Female Super Featherweight strap, unblemished lightweight Jeremy “King” Cuevas (6-0, 5 KOs), heavyweight Hasim “Gold Blooded” Rahman Jr. (3-0, 3 KOs) – the undefeated son of the two-time world heavyweight champion – and unbeaten cruiserweight Marcos Suarez (5-0-1, 1 KO).

“We’re honored and privileged to be able to bring such a sought-after main event – an attraction three years in the making – to Philadelphia. This will be one of those legendary fights in this city, one that boxing fans will really be talking about. People who love boxing will not want to miss this fight and won’t have to, thanks to our page and the Facebook FIGHTNIGHT LIVE channel,” said Manny Rivera of Hard Hitting Promotions.

Over the first nine months of programming, the numbers on the 11-show FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of close to 90,000 fight fans tuning in per event and nearly one-million fans served.

The Sept. 9 “Real Deal Promotions: Empire State” from Resorts

World Casino (225,000), the August CES "Super Saturday" from Foxwoods (203,000), the Sept. CES "Twin River Twinbill" from Lincoln, R.I. (157,000) all topped 150,000 views, and collectively the 10-show series saw a total of more than 18,000 total hours of Facebook video consumed by 986,786-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 133,000 collective live post engagements (12,000-plus per show), including more than 92,000 "likes" or "loves," more than 17,000 comments and 5,000-plus shares.

FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males ages 25-34, which encompasses approximately 30.0 percent of the audience, on average.

The Sept. 9 "Real Deal Promotions: Empire State" set a new bar with 224,658 views and the Sept. 15-16 DiBella-CES doubleheader carried the series to three-quarters-of-a-million views in just over four months. The Aug. 26 Foxwoods "Super Saturday" show stands out individually with 3,336 live hours of content viewed, while the Sept. 15 DiBella card saw more than 40,000 viewer interactions including almost 39,000 "likes" or "loves."

The FIGHTNIGHT LIVE page on Facebook has more than 79,000 fans and more than 81,000 followers.

On Saturday night, Feb. 10, live from 2300 Arena in South Philadelphia, 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 Marc Abrams of AWE, NBC Sports Philadelphia, 15Rounds.com and AbramsBoxing.com. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout

the broadcast.

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

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# **FIGHTNIGHT LIVE OPENS 2018 SLATE ON FRIDAY WITH STAR**

# BOXING LIVE FROM LONG ISLAND

NEW YORK (Jan. 23, 2018) – Friday night fireworks are in store for fans on Facebook as FIGHTNIGHT LIVE partners with Joe DeGuardia's Star Boxing for its first show of the New Year. Fight fans from across the globe can catch all the action beginning at 7:30 p.m. ET live from Long Island, on any device wherever Facebook is available, as the combat sports platform opens 2018 with an eleventh show on the nine month-old platform.

"We've been extremely pleased with the growth of the series, and Friday's show will be incredible with the addition of a mystery commentator, who will be revealed later in the week. The FIGHTNIGHT LIVE series has a chance to reach its 1,000,000th view in only 11 shows and we want to thank fight fans everywhere for their support," said Mark Fratto, Principal of Linacre Media. "On Friday, fans from all over Long Island and all over the world will be able to tune in to catch some excellent matchups via the Star Boxing Facebook page and our FIGHTNIGHT LIVE page."

In the main event on Friday night, Long Island's Anthony "Showtime" Karperis (14-3, 5 KOs) fights for the 17th time at The Paramount while looking for his 13th victory at the venue, taking on Nicaragua's Nelson Lara (17-9-4, 9 KOs). Undefeated fighters Tyrone "Pretty Boy" James (6-0, 3 KOs), Wendy Toussaint (7-0, 2 KOs) and Michael Stoute (2-0) will look to impress the Long Island crowd and Facebook audience, and fight fans will witness the pro debut of Huntington's own Shaun Kennedy, plus musical performances and more.

"It is going to be a thrilling night of boxing. Fans will see several undefeated prospects and Anthony Karperis, who is always in fan-friendly wars. Fights from The Paramount are reminiscent of the old days at the Blue Horizon – thrilling fights, upsets and enthusiastic fans," said Joe DeGuardia, CEO



and President of Star Boxing. "It is great that the whole world will be able to see this on Facebook. The world is changing so much and for boxing and it's great that fans can tune in from anywhere and be a part of the action. Yes, the Paramount will be sold out Friday night – but you can still see the fights by tuning into Facebook."

Over the first eight months of programming, the numbers on the 10-show FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of more than 93,000 fight fans tuning in per event and nearly one-million fans served. The Sept. 9 "Real Deal Promotions: Empire State" from Resorts World Casino (225,000), the August CES "Super Saturday" from Foxwoods (203,000), the Sept. CES "Twin River Twinbill" from Lincoln, R.I. (157,000) all topped 150,000 views, and collectively the 10-show series saw a total of almost 17,000 total hours of Facebook video consumed by 930,933-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 130,000 collective live post engagements (13,000-plus per show), including more than 91,000 "likes" or "loves," more than 16,000 comments and 4,900-plus shares.

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On Friday night, Jan. 26, live from The Paramount in Huntington, Long Island, N.Y., 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 Marc Abrams of AWE, NBC Sports Philadelphia, 15Rounds.com and AbramsBoxing.com. Former Golden Gloves Champion Cara Castronuova, now of the Knockout Obesity Foundation, will contribute analysis and deliver post-fight interviews in the ring. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

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# **FIGHTNIGHT LIVE MAY REACH 1,000,000 VIEWS AS CES CAPS 25TH ANNIVERSARY CELEBRATION THURSDAY IN RHODE ISLAND**

NEW YORK (Dec. 5, 2017) – A Thursday night celebration is in store as FIGHTNIGHT LIVE partners with renowned promoter Jimmy Burchfield Sr. and CES Boxing one more time in 2017 – as the promotion caps its year-long 25th anniversary campaign and the Facebook combat sports platform looks to reach its one-millionth live view. Fans from across the globe can catch all the action beginning at 8 p.m. ET live from Twin River Casino in Rhode Island on any device wherever Facebook is available, as the series caps 2017 with a tenth show on the seven month-old platform.

“The FIGHTNIGHT LIVE series continues to grow, and has a chance to reach its 1,000,000th view in only eight months and across 10 shows. We may or may not get there on Thursday, but we’ve been extremely pleased with the growth of the series and want to thank fight fans everywhere for their support,” said Mark Fratto, Principal of Linacre Media. “We’d like to congratulate CES and Jimmy Burchfield on their quarter-century of success, and though we just joined the party, we’re happy to celebrate with their outstanding promotion and may have something to celebrate of our own.”

“CES Boxing is once again excited to partner up with FIGHTNIGHT LIVE to showcase some of the best boxing talent around to fight fans from all around the world. The special “Thursday Night Fights” card is stacked with competitive,

action packed matchups. We are also proud to be celebrating 25 years of Boxing Excellence. On December 7, the tradition continues," Said CES President Jimmy Burchfield, Sr.

In the main event on Thursday night, Worcester's Khiary Gray (14-3, 11 KOs) squares off against Philly's Greg Jackson (8-4-1, 2 KOs) for the vacant New England Interim Welterweight Title. In his toughest challenge yet, unbeaten area lightweight sensation Jamaine Ortiz (6-0, 4 KOs) battles "Dangerous" Derrick Murray (13-3-1, 5 KOs) in a six-round special attraction, while Providence fan favorite Anthony Marsella Jr. (6-0, 3 KOs) puts his perfect record on the line in a six-round lightweight bout, plus much more.

Over the first seven months of programming, the numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of almost 96,749 fight fans tuning in per event. The Sept. 9 "Real Deal Promotions: Empire State" from Resorts World Casino (225,000), the August CES "Super Saturday" from Foxwoods (203,000), the Sept. CES "Twin River Twinbill" from Lincoln, R.I. (157,000), the Sept. Star Boxing "Showdown at the Paramount" from Long Island (92,255), the July Roy Jones Jr. "Desert Showdown" from Phoenix (63,000), the May "Slugfest at the Sun" from Mohegan Sun (45,000), the June "Rosemont Rumble" from Chicago (32,000) and the Sept. DiBella "Friday Night Foxwoods Fights" (32,000) saw a total of more than 15,000 total hours of Facebook video consumed by 870,700-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 127,000 collective live post engagements (14,204-plus per show), including more than 90,000 "likes" or "loves," more than 15,000 comments and 4,600-plus shares. FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males ages 25-34, which encompasses approximately 30.0 percent of the audience, on average.

The Sept. 9 "Real Deal Promotions: Empire State" set a new bar with 224,658 views and the Sept. 15-16 DiBella-CES doubleheader carried the series to three-quarters-of-a-million views in just over four months. The Aug. 26 Foxwoods "Super Saturday" show stands out individually with 3,336 live hours of content viewed, while the Sept. 15 DiBella card saw more than 40,000 viewer interactions including almost 39,000 "likes" or "loves."

On Thursday night, Dec. 7, live from live from Twin River Casino in Lincoln, R.I., 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 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 2017-18 dates will be officially announced in the coming weeks.

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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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## **FRIDAY FIGHTNIGHT LIVE SPECIAL ATTRACTION TO SHOWCASE ROY JONES JR. BOXING FROM AMERICA'S HEARTLAND**

SLOAN, Iowa (Nov. 16, 2017) – This Friday night, Facebook FIGHTNIGHT LIVE will collaborate with Roy Jones Jr. Boxing Promotions once again to showcase top-notch talent during a special one-hour attraction live from America's Heartland. Fans from across the globe can catch all the action beginning at 8:30 p.m. ET / 7:30 p.m. CT (local time) from WinnaVegas Casino Resort in Sloan, Iowa, on any device wherever Facebook is available, as the series continues to build with a ninth show on the six month-old platform.

"It's an exciting time for the boxing community now that Roy Jones Jr. Promotions can help showcase the undercard tomorrow night," stated Keith Veltre, CEO and CO-Founder. "We know that the young talent can't always have their family friends in the stands for support, so we are proud to be able to help them showcase their talent for all the world to see on Facebook FightNightLive."

The one-hour show on Friday will feature some of RJJ

Promotions' up-and-coming attractions, along with some outstanding Midwest and West Coast brawlers. Fighters expected to be delivered exclusively via the Facebook platform include Arizona's Abel Ramos (18-2, 13 KOs), Chicago's Nathaniel Gallimore (19-1, 16 KOs) and California's undefeated Hector Lopez Jr. (7-0, 4 KOs). They'll take on a trio of Mexican-born battlers in Cesar Soriano (Mexico City), Esau Herrera (Mexico City) and Israel Rojas (Sonora) who have combined for 62 victories, collectively.

"The FIGHTNIGHT LIVE series continues to grow, from New York to Connecticut to Chicago to Phoenix to New England, and now a great opportunity in the Midwest, with much more to be announced. We're pleased to be able to work with national promoters like Roy Jones Jr. and Keith Veltre to provide this service to fight fans everywhere," said Mark Fratto, Principal of Linacre Media. "And the numbers, which have been phenomenal, don't lie. We look forward to reaching our millionth fan before the New Year in only eight months, and we're so grateful for everyone's support."

Over the first six months of programming, the numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of almost 106,000 fight fans tuning in per event. The Sept. 9 "Real Deal Promotions: Empire State" from Resorts World Casino (225,000), the August CES "Super Saturday" from Foxwoods (203,000), the Sept. CES "Twin River Twinbill" from Lincoln, R.I. (157,000), the Sept. Star Boxing "Showdown at the Paramount" from Long Island (92,255), the July Roy Jones Jr. "Desert Showdown" from Phoenix (63,000), the May "Slugfest at the Sun" from Mohegan Sun (45,000), the June "Rosemont Rumble" from Chicago (32,000) and the Sept. DiBella "Friday Night Foxwoods Fights" (32,000) saw a total of more than 15,000 total hours of Facebook video consumed by 847,500-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than

126,000 collective live post engagements (15,800-plus per show), including almost 90,000 “likes” or “loves,” almost 15,000 comments and 4,400-plus shares. FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males ages 25-34, which encompasses approximately 29.6 percent of the audience, on average.

The Sept. 9 “Real Deal Promotions: Empire State” set a new bar with 224,658 views and the Sept. 15-16 DiBella-CES doubleheader carried the series to three-quarters-of-a-million views in just over four months. The Aug. 26 Foxwoods “Super Saturday” show stands out individually with 3,336 live hours of content viewed, while the Sept. 15 DiBella card saw more than 40,000 viewer interactions including almost 39,000 “likes” or “loves.”

On Friday night, Nov. 17, live from WinnaVegas, fans can expect a high-impact, multi-camera streaming experience complete with graphics, animations, replays, interviews and an announce team anchored by Sean Wheelock, Jim Grieshaber and Patrick Ortiz. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

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## **FIGHTNIGHT LIVE PARTNERS WITH STAR BOXING FOR THURSDAY NIGHT THUNDER, LIVE FROM LONG ISLAND**

NEW YORK (Sept. 27, 2017) – Having recently eclipsed the 750,000-view milestone through the first four months of the series, Facebook FIGHTNIGHT LIVE will showcase top-notch talent for the fourth time during the month of September on Thursday, partnering once again with Joe DeGuardia's Star Boxing to deliver free fisticuffs to fight fans everywhere. At 7:30 p.m. live from Long Island tomorrow night, "The Hebrew Hammer" Cletus Seldin takes centerstage for the first time in 16 months, headlining "Rockin' Fights 48" from The Paramount in Huntington.

"We're glad to partner with Star Boxing once again. Our FIGHTNIGHT LIVE series started with Star Boxing on our first show back on May 11, and now we've grown to a total audience over three-quarters of a million, with 108,000 views per show

and 80,000 fight fans on the page,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “Thursday night’s show is coming together quickly and we’re pleased that fight fans from all over Long Island and all over the world will be able to tune in to catch some excellent matchups via the Star Boxing Facebook page and our FIGHTNIGHT LIVE page.”

In the 10-round junior welterweight main event, tough former French champion Renald “Lionheart” Garrido (19-15-2, 3 KOs) looks to derail the long-awaited return of Long Island’s own “Hebrew Hammer” Cletus Seldin (19-0, 16 KOs). An exciting matchup also awaits between two veteran warriors, as Courtney “King Penn” Pennington of Brooklyn (11-3-2, 5 KOs) comes off of his May unanimous decision win over world title contender Delvin Rodriguez only to meet knockout artist Steven “The Hitman” Martinez of The Bronx (18-3, 13 KOs) in an eight-round junior middleweight affair. Red-hot New England prospect “Action” Anthony Laureano (4-0, 2 KOs) makes his Empire State debut as part of the Facebook lineup and Vincenzo D’Angelo (2-0-1) of Bayside, Queens, looks to stay unbeaten to open the show.

Star Boxing CEO DeGuardia had these comments about the stream, “Not only will there be an exciting card from top to bottom at The Paramount tomorrow night, but the entire world will be able to watch from Long Island to France and beyond, live streamed right to your home from the Star Boxing Facebook page. We are excited to partner with the very successful FIGHTNIGHT LIVE production team for the second time to bring free boxing to hundreds of thousands of homes.”

Over the first four-plus months of programming, the numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of almost 108,000 fight fans tuning in per event. The Sept. 9 “Real Deal Promotions: Empire State” from Resorts World Casino (225,000), the August CES “Super Saturday” from Foxwoods (203,000), the Sept. CES

"Twin River Twinbill" from Lincoln, R.I. (157,000), the July Roy Jones Jr. "Desert Showdown" from Phoenix (63,000), the May "Slugfest at the Sun" from Mohegan Sun (45,000), the June "Rosemont Rumble" from Chicago (32,000) and the Sept. DiBella "Friday Night Foxwoods Fights" (32,000) saw a total of almost 14,000 total hours of Facebook video consumed by 755,253-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 122,819 collective live post engagements (17,700-plus per show), including almost 88,000 "likes" or "loves," more than 13,000 comments and 4,200-plus shares. FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males aged 25-34, which encompasses approximately 30 percent of the audience, on average.

The Sept. 9 "Real Deal Promotions: Empire State" set a new bar with 224,658 views and the Sept. 15-16 DiBella-CES doubleheader carried the series to three-quarters-of-a-million views in just over four months. The Aug. 26 Foxwoods "Super Saturday" show stands out individually with 3,336 live hours of content viewed, while the Sept. 15 DiBella card saw more than 40,000 viewer interactions including almost 39,000 "likes" or "loves."

On Thursday night, Sept. 28, live from The Paramount on Long Island, 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.

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**FIGHTNIGHT LIVE COMPLETES  
FIRST WEEKEND DOUBLEHEADER,  
DRAWING MORE THAN 188,000**

# VIEWS TO PROPEL TOTAL AUDIENCE ABOVE 750,000

NEW YORK (Sept. 19, 2017) – The first-ever “doubleheader weekend” for the FIGHTNIGHT LIVE series saw the four-month old, fan-friendly Facebook platform attract more than 188,000 views via back-to-back, Friday and Saturday shows in New England with DiBella Entertainment and CES Boxing.

Furthermore, the interactive series that – among other aspects – prides itself on the real-time conversations held between fight commentators and the viewing audience recorded a new high-mark with 40,714 Likes, Loves, Comments and Shares on Friday from Foxwoods. The ultimate result of all of the show-by-show views, the series interactivity and the global reach of the Facebook platform throughout the U.S. and also to significant audiences in the U.K., Mexico and South America – FIGHTNIGHT LIVE surpassed a new milestone by reaching its 750,000th view in only its seventh show.

“We’re extremely proud that Facebook FIGHTNIGHT LIVE has provided free, action-packed events for more than three-quarters of a million fans in just over four months, by posting a show-by-show average audience of 108,000,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “But beyond the numbers, we’re really pleased with the way the shows have been presented and produced. We’ve been able to showcase up-and-coming fighters to fight fans all over the world, and help them expand their bases. And we’ve been able to invite our viewers to be part of the action by fostering real-time interaction between our broadcasters and viewers on the fight activity, the decisions and the knockouts; it’s the next-best thing to having a ringside seat.”

Over the first four-plus months of programming, the numbers on

the FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of almost 108,000 fight fans tuning in per event. The Sept. 9 "Real Deal Promotions: Empire State" from Resorts World Casino (225,000), the August CES "Super Saturday" from Foxwoods (203,000), the Sept. CES "Twin River Twinbill" from Lincoln, R.I. (157,000), the July Roy Jones Jr. "Desert Showdown" from Phoenix (63,000), the May "Slugfest at the Sun" from Mohegan Sun (45,000), the June "Rosemont Rumble" from Chicago (32,000) and the Sept. DiBella "Friday Night Foxwoods Fights" (32,000) saw a total of almost 14,000 total hours of Facebook video consumed by 755,253-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 122,819 collective live post engagements (17,700-plus per show), including almost 88,000 "likes" or "loves," more than 13,000 comments and 4,200-plus shares. FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males aged 25-34, which encompasses approximately 30 percent of the audience, on average.

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Facebook FIGHTNIGHT LIVE has been delivered to fans absolutely free since its May 2017 launch courtesy of series corporate partners like Barbour One 9, Talent Management and Entertainment Production ([www.barbourone9.com](http://www.barbourone9.com)) and Northeastern Fine Jewelry ([www.nefj.com](http://www.nefj.com)).

Many FIGHTNIGHT LIVE cards are called by world-renowned blow-by-blow announcer Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Networks. Often joining Flores ringside are analysts like Michael Woods of the TalkBox Podcast, NYFights.com and Ring TV. Locally-based ringside reporters with significant social media followings are often employed for weigh-in day “behind the scenes” taped interviews and post-fight reports.

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# **FIGHTNIGHT LIVE TO COMPLETE WEEKEND TWINBILL WITH CES BOXING AT TWIN RIVER CASINO ON SATURDAY**

NEW YORK (Sept. 14, 2017) – Three weeks after establishing its first 200,000-viewer audience prior to Mayweather-McGregor, Facebook FIGHTNIGHT LIVE and CES Boxing plan to partner once again this Saturday with a three-hour show leading into HBO PPV coverage of GGG-Canelo. Renowned promoter Jimmy Burchfield Sr. has set the stage with an excellent card filled with local competitors on Sept. 16 at Twin River Casino and the tech-forward, fan-friendly Facebook broadcast platform will carry the action, beginning at 7 p.m., to complete its first “doubleheader weekend” – as FIGHTNIGHT LIVE delivers back-to-back shows on Friday and Saturday.

“For more than 25 years, CES has delivered boxing excitement to fans all over the world. The tradition continued [at Foxwoods on Aug. 26] when we teamed with FIGHTNIGHT LIVE by using cutting edge technology allowing fight fans to view the fights live on Facebook. This historic, record-setting event was the result of a great production team and action-packed, competitive fights,” said CES President Burchfield Sr.

The main event stars two intriguing welterweights battling for championship glory. After defeating Bronx vet Issouf Kinda by knockout in a controversial bout at Foxwoods on Aug. 26, New Haven, Conn., vet Jimmy Williams jumps right back into the fire less than three weeks later to face New Jersey’s “The Beast” Juan Rodriguez Jr. Shortly after his Sept. 16 return was announced, Williams’ wife, Christina, gave birth to twin boys, Logan and Austin. Now 14-0-1 (6 KOs), Williams has won 10 consecutive bouts and Saturday marks the second defense of



his WBC USNBC welterweight championship.

Also featured on Saturday night in separate bouts: hard-hitting New England heavyweight Joey Cusumano (11-9, 9 KOs), Anthony Marsella Jr. of Providence (5-0, 2 KOs), Ray Oliveira Jr. of New Bedford, Mass. (7-1, 1 KO) and others.

"We're extremely proud to watch Facebook FIGHTNIGHT LIVE reach another milestone this weekend, with outstanding shows in New England on back-to-back nights," said Mark Fratto, Principal and Director of Business Development, Linacre Media. "Fight fans will be fired up for GGG-Canelo – including us – but we're particularly excited to fulfill our mission to showcase local and regional up-and-coming fighters. We'll be delivering at least 12 bouts across the two nights this weekend, providing a wide-reaching platform for 24 boxers of varied backgrounds and accomplishments to showcase their skills."

Over the first five months of programming, the numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of more than 113,000 fight fans tuning in per event. The Sept. 9 "Real Deal Promotions: Empire State" from Resorts World Casino (224,658), the August "Super Saturday" from Foxwoods (203,000), the July Roy Jones Jr. "Desert Showdown" from Phoenix (63,000), the May "Slugfest at the Sun" from Mohegan Sun (45,000) and the June "Rosemont Rumble" from Chicago (32,000) saw a total of more than 12,700 total hours of Facebook video consumed by 567,000-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 71,000 collective live post engagements (14,000-plus per show), including more than 40,400 "likes" or "loves," more than 10,300 comments and 3,200-plus shares. FIGHTNIGHT LIVE broadcasts are viewed by 76 percent men, 24 percent women. The top demographic is comprised of males aged 25-34, which encompasses approximately 30 percent of the audience, on

average.

The Sept. 9 “Real Deal Promotions: Empire State” set a new bar with 224,658 views and carried the series to over half-a-million views in just under four months, while the Aug. 26 Foxwoods “Super Saturday” show stands out individually with 201,935 views across 3,336 live hours of content, with 8,224 viewer interactions including 1,133 “likes” or “loves,” 1,570 comments and 1,392 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](http://www.barbourone9.com)) and Northeastern Fine Jewelry ([www.nefj.com](http://www.nefj.com)).

On Saturday night, August 26, live from Twin River Casino in Lincoln, R.I., 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.

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