

WILLIE MONROE, JR. TO FACE GABRIEL ROSADO IN CROSSROADS SHOWDOWN AS THE CO-MAIN EVENT TO CANELO VS. SMITH ON SATURDAY, SEPTEMBER 17

LOS ANGELES (August 18, 2016) – As fans from around the world get ready to descend on the home of the Dallas Cowboys at AT&T Stadium in Arlington, Texas for the world championship showdown between former two-division world champion and Mexican superstar Canelo Alvarez (47-1-1, 33 KOs) and current WBO Junior Middleweight World Champion, Liam “Beefy” Smith (23-0-1, 13 KOs), Golden Boy Promotions today announced the Saturday, September 17 event will also feature three non-stop action fights as part of the HBO Pay-Per-View telecast beginning at 9:00 p.m. ET/6:00 p.m. PT.

Former world title challenger Willie “El Mongoose” Monroe, Jr. (20-2, 6 KO’s) of Rochester, N.Y. will take on blood-and-guts contender, “King” Gabriel Rosado (23-9, 13 KO’s, 1 NC) of Philadelphia, in a 12-round, middleweight bout as the co-main event to Canelo vs. Smith. The sure-fire action fight features two of boxing’s most resilient fighters who have taken on the top fighters in the division on their rise to stardom, garnering praise and respect from boxing fans. With a final run up the middleweight ladder at stake for the winner, this 50/50 fight will feature non-stop action and two warriors desperate for a win.

“I am happy to be back in championship contention,” said Willie Monroe, Jr. “Gabriel Rosado is a warrior and this should make for a great fight. I am looking forward to this opportunity. It is a big venue, but I don’t care if I am

fighting in front of 200 people or 2 million people. I am always focused and I plan to put on a great performance on September 17.”

“I am very Happy that Willie is getting this opportunity,” said Arthur R. Pelullo, President and CEO of Banner Promotions. “Willie has displayed that he is one of the top middleweights in the world, and he will show that on September 17th against a quality fighter in Gabe Rosado which should be an all-action, fan-friendly fight.”

“I’m excited for the opportunity to perform at AT&T Stadium, home of the Dallas Cowboys,” said Gabriel Rosado. “Fernando Vargas, my trainer and I are on a winning streak and getting better as we continue to work together. We have all the confidence we’ll be victorious on September 17. Training camp is going great; despite the change in opponent, we still continue to maintain our focus. Willie Monroe, Jr. is a southpaw as well so the game plan doesn’t change much. He’s in my way of me gaining a world title so I’m working harder than ever before to get that chance again. This is going to be a great fight for all the fans, I know I am coming in with everything I got and I know Willie Monroe, Jr. will do the same. I would like to thank Golden Boy Promotions, AT&T Stadium, and HBO for having me part of such a big event, I promise all boxing fans, this is the fight to watch on September 17.”

Canelo vs. Smith, a 12-round fight for the WBO Junior Middleweight World Championship, is promoted by Golden Boy Promotions in association with Frank Warren and Canelo Promotions. Gabriel Rosado vs. Willie Monroe, Jr. is presented by Golden Boy Promotions in association with Banner Promotions and Diego De La Hoya vs. Luis Orlando Del Valle is presented by Golden Boy Promotions in association with Roc Nation Sports. The event is sponsored by “Tecate, BORN BOLD,” O’Reilly’s Auto Parts, Adriana’s Insurance and Casa Mexico Tequila and will take place on Saturday, September 17 at AT&T

Stadium, doors open at 2:30 p.m. CT. and will be produced and distributed live by HBO Pay-Per-View beginning at 9:00 p.m. ET/6:00 p.m. PT.

Tickets are priced at \$750, \$500, \$300, \$200, \$100, \$85, \$50 and \$40, not including applicable service charges with a total ticket limit of 8 per person. To charge by phone with a major credit card, call Ticketmaster at (800) 745-3000. Tickets are also available for purchase online at www.ticketmaster.com. Additionally, walk up purchases are available at the AT&T Stadium Box Office (Monday-Friday 9:00 a.m. CT to 5:00 p.m. CT).

Willie began boxing at the age of six and comes from an acclaimed boxing family, which includes his father, Willie "The Body Rock" Monroe, who fought for the USBA and NABF titles at middleweight and super middleweight; his great uncle Willie "The Worm" Monroe (39-10-1) who was considered one of the best Middleweights of the 1970's and holds a win over the great Marvin Hagler; his cousin Marcus Hall (6-6-1), and his late grandfather, Lee Monroe, a distinguished amateur in his fighting days. Willie had a distinguished amateur career, as well, which saw him go 128-14. He was a three-time national champion and won countless regional and state championships. He was a 2-time Empire State Games champion and 4-time State Golden Gloves champion. He lost in the quarterfinals of the 2008 Olympic trials to former IBF Welterweight champion Shawn Porter. Willie's big breakthrough was winning the 2014 Boxcino Middleweight tournament on ESPN's Friday Night Fights. Willie then took a ten-round unanimous decision win over perennial contender Bryan Vera on January 16, 2015 from Turning Stone Resort Casino in Verona, New York. With this impressive run of victories, Willie earned an opportunity to fight for the WBA Middleweight title of the world. On May 16, 2015, Willie took on WBA/Interim WBC Middleweight champion Gennady Golovkin in a bout that headlined HBO Championship Boxing at The Forum in Inglewood, California. In his last bout on June 11, 2016,

Willie scored two knockdowns and went on to win an impressive ten-round unanimous decision over 2015 Boxcino Junior Middleweight Champion John Thompson. The bout took place at the Turning Stone Resort Casino in Verona, New York.

Since making his film debut in last year's Creed, the latest installment of the internationally recognized Rocky franchise, "King" Gabe Rosado is fresh off of an exciting victory over Joshua "Grand Master" Clottey this past December 2015 and an exciting decision victory over Antonio "Tony" Gutierrez on the undercard of Fight of the Year contender Vargas vs. Salido on June 4. Rosado has established himself as one of the most entertaining fighters to watch in the sport taking on some of the toughest and elite fighters in the middleweight division. The epitome of Philadelphia toughness, Rosado has been battling the best for over a decade, including Gennady "GGG" Golovkin, David Lemieux, Peter "Kid Chocolate" Quillin, Jesus Soto "Renuente" Karass, Alfredo "Perro" Angulo, Kassim "The Dream" Ouma and Jermell "Iron Man" Charlo. But this September, the stage is all his, and he expects to leave Texas with a victory under his belt when he takes on Willie Monroe, Jr.