

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.

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.

FIGHTNIGHT LIVE is available online at:
<https://www.facebook.com/FaceFIGHTNIGHTLIVE/>

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