

Errol Spence Jr. Signs to Team Everlast

New York, NY – MARCH 1, 2022 – Everlast Worldwide the premier boxing and combat sports equipment manufacturer and perennial Choice of Champions, welcomes WBC & IBF Welterweight World Champion, Errol Spence Jr., officially back to Team Everlast.

Spence began his unbeaten world champion campaign in 2017 when he dropped and eventually stopped Kell Brook to win the IBF welterweight title after 11 rounds. In 2019, Errol picked up his second title when he defeated Shawn Porter for the WBC belt and unified status in what was arguably the fight of the year.

“Team Everlast has always been about adding the world’s most elite athletes. Errol is a rare talent who truly embodies the values of strength, dedication, individuality and authenticity we covet here at Everlast. We are honored to have him officially back as part of the Team Everlast family,” said Chris Zoller, Vice President of Marketing and Product Development for Everlast.

Errol has been with Team Everlast since 2018 and Everlast has been a necessary part of his training even since his amateur and Olympic days.

“I am happy to continue my career representing the Everlast brand. They have truly made me feel a part of the Everlast family. I appreciate their loyalty and patience over the years,” said Errol Spence Jr.

In signing a long-term partnership with the premier fight sports and fitness brand, Errol will train and fight exclusively in his favorite Everlast fight sports equipment and wear the new Greatness sportswear range. Battle-tested in one of the toughest athletic environments, Everlast products

have been crafted over a hundred years to empower you on the road to greatness.

Adrian Clark, who has been integral in bringing Errol to Team Everlast says, "Errol becoming the face of Everlast is legendary. Both Everlast & Errol share a passion for being of service to different communities. We have some really cool things planned for the future."

Errol becomes the latest to join Everlast's existing stable of elite athletes, which includes champions like Deontay Wilder, Dustin Poirier, Josh Taylor and more. Together, the #TeamEverlast fighters seek to inspire the fight in us all on the journey to greatness.

To keep updated on Errol 'The Truth' Spence Jr. and other #TeamEverlast fighters, head to: www.everlast.com/pro-team.

Former Boxing manager, Adrian Clark leaving Fight Network; PYaAT series to air in April.

Dallas, Texas (March 29, 2021) -Former Boxing Manager, Adrian Clark is leaving the Fight Network after spending a year as the Content/Business Advisor to the Anthem Sports & Entertainment owned subsidiary.

"I appreciate the entire Anthem Sports & Entertainment family for their hospitality. I gained some valuable knowledge and connections while working with their conglomerate." Clark stated.

In an interview via phone, Clark stated that it was his

decision to leave Fight Network to focus more on Protect Yourself at All Times (PYaAT) and other related projects. He also mentioned that Fight Network will still air the seven - episode series titled Protect Yourself at All Times in April, despite his departure (see air-dates below)

Clark created the Protect Yourself at All Times initiative in 2016. The purpose of PYaAT is to educate & inform boxers on the nature of the boxing business (i.e signing contracts, understanding money, taxes, etc).

Air Dates for Protect Yourself At All-Times on The Fight Network (Youtube Channel)

(All Episodes begin at 9 PM ET / 8 PM CT)

April 6 – Episode 1

April 8 – Episode 2

April 13 – Episode 3

April 15 – Episode 4

April 20 – Episode 5

April 22 – Episode 6

April 27 – Episode 7

April 29 – Special Episode

Adrian Clark was named to Forbes 30 Under 30 in 2016. He created AC Sports Management, LLC in 2012 and later sold the company to Ballengee Group in 2019. Clark managed the careers of Jerry Belmontes, James de la Rosa, Willie Monroe Jr and Frank Galarza. He is also closely linked to current unified Welterweight champion, Errol Spence Jr.

Fight Network Partners with Everlast for ‘Protect Yourself At All Times,’ An All-New Series Hosted By Adrian Clark

TORONTO | NEW YORK – (April 30, 2020) – Fight Network, a subsidiary of Anthem Sports & Entertainment Inc. and the world’s premier combat sports network, announced today a partnership with Everlast Worldwide-the world’s leading manufacturer, marketer and licensor of boxing, MMA and fitness equipment-cementing the brand as the exclusive presenting sponsor of the all-new Protect Yourself at All Times program. The weekly series is set to debut later in the year and will air on Fight Network in the U.S. and Canada, and globally across Europe, Africa and the Middle East. The network is available on many of the top U.S. video providers, as well as Apple TV, Roku, Amazon Fire and Fubo TV.

Fight Network is developing the new Protect Yourself at All Times (PYaAT) series in conjunction with consultant Adrian Clark, the multi-talented author, athlete representative, and entrepreneur who originally launched the initiative as a book, podcast, and video blog in 2016. Hosted by Clark, the 30-minute series will serve as a powerful tool to educate and inform fighters and their families on the nature of business in boxing, paired with invaluable insight from a variety of special guests and industry insiders.

“We are thrilled to partner with Everlast, the preeminent brand in boxing since 1910, on the development and launch of Protect Yourself at All Times,” said Ariel Shnerer, GM of Fight Network. “In addition to the series sponsorship, we look

forward to working closely with the experienced team at Everlast on the development and promotion of boxing content on Fight Network globally. Protect Yourself at All Times is truly an investment into the future of boxing, focusing on fighter education and knowledge, and compliments other important charitable and educational causes spearheaded by Everlast and Fight Network, including the Dare To Defend program and Everlast's Be First Campaign."

The relationship between Fight Network and Everlast also includes teaming up with Fight Network's web and social platforms to sell Everlast products, which are hitting all-time high sales records as people re-engage with the value of boxing skills in their fitness programs, and the two companies will also collaborate on further content development.

"We're proud to partner with Fight Network on the next phase of Protect Yourself at All Times," said Chris Zoller, VP of Everlast. "Athletes in other major sports have had the luxury of having resources like education & services during and after their athletic careers. Adrian Clark and Fight Network have created a platform with PYaAT to fill that void in boxing, and Everlast is excited to be a part of it."

"Everlast has been supportive of Protect Yourself at All Times since its beginning stages," said Adrian Clark, founder of Protect Yourself at All Times. "I am thankful for their continued support. We have some amazing things on the horizon at Fight Network."

About Fight Network

Fight Network (www.fightnetwork.com) is the world's premier combat sports network dedicated to complete coverage of combat sports, including fights, fighters, fight news and fight lifestyle. The channel is available on many of the top 20 video providers in the U.S., Fubo TV, all major carriers in Canada, Roku and Apple TV devices across North America, Sky TV in the UK and over 30 countries across Europe, Africa and the

Middle East. FN Studios has produced critically acclaimed series, including Retrospective, After the Fight and Diary. Fight Network is a subsidiary of Anthem Sports & Entertainment Inc., a leading global sports and entertainment media company. Fight Network also operates Dare to Defend, a non-profit organization aimed at addressing the issue of domestic violence and gender inequality.

About Everlast Worldwide

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 Dustin Poirier and Deontay Wilder, 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.

Boxing Manager Adrian Clark Joins Fight Network

TORONTO | NEW YORK – Fight Network, a subsidiary of Anthem Sports & Entertainment and the world's premier combat sports network, announced today that author, producer and boxing manager Adrian Clark has joined the organization as a consultant to develop original programming and strategic partnerships with a focus on professional and amateur boxing content, as well as supporting social media and community growth across Fight Network's digital and social platforms.

Clark has managed various clients, including Jerry Belmontes, James De La Rosa, Willie Monroe Jr. and Frank Galarza. Clark has also worked closely with Jarrell “Big Baby” Miller and current world welterweight champion Errol Spence. He was a certified agent for the National Basketball Players Association (NBPA) from 2012 to 2014. Clark was honored by Forbes in their “30 Under 30” for 2016 in sports. Clark has also published several books, including ‘i’ A Guide for Young Entrepreneurs, Protect Yourself at All Times: A Guide for Professional Boxers, Boxing = Life and Dark Horse.

Clark launched his Protect Yourself at All Times initiative in February 2016, including a book, podcast and video blog. Everlast Worldwide, the world’s leading manufacturer, marketer and licensor of boxing, MMA and fitness equipment, partnered with Clark in 2018 to launch the first-ever Protect Yourself at All Times symposium, an educational tool for fighters and their families whose purpose is to educate and inform professional boxers on the nature of business in boxing. Clark will be developing the concept into a television series for Fight Network in addition to other original programming for the network.

“I look forward to working with Fight Network on enhancing the depth of its boxing coverage,” said Clark. “Working closely alongside my network of industry contacts and the FN Studios original production team, we will develop new programming to put the spotlight on the sweet science and topics that are often overshadowed in mainstream coverage. With its recent resurgence in mainstream popularity, this is an opportune time to bring Fight Network subscribers unprecedented coverage of their favorite boxing stars, both inside the ring and behind the scenes.”

“The rise in popularity of boxing in recent years cannot be understated,” said Ariel Shnerer, newly appointed GM of Fight Network. “With more ways to consume fights than ever before and new stars being born, the sport has experienced tremendous

growth on a global scale. We look forward to collaborating with Adrian on new programming initiatives and sponsorship opportunities as we put a renewed focus on our coverage of the sport, not only through our weekly news shows and live fights, but by developing original productions that bring our viewers closer to the fights and fighters they love, as well educational programming about the business of boxing.”

For more information, visit www.fightnetwork.com.

Protect Yourself at All Times: A Guide for Professional Boxers

Dallas, Texas..... Forbes 30 Under 30 (Sports) entrepreneur, author, and professional athlete representative Adrian Clark has announced the second book of his guide series, titled, *Protect Yourself at All Times: A Guide for Professional Boxers*.

In unprecedented fashion, Clark delivers this blueprint for professional boxers with 12 rounds (chapters) of concise recommendations to help boxers empower themselves and protect their careers. Also included are testimonials from more than 40 current and retired fighters about their experiences in the business.

“The book is just the beginning of what will become a movement to protect professional boxers outside the ring,” said Clark, who began representing fighters at 23 years old. “It is well overdue for someone to lead the charge and educate the fighters on the business side of things. Every fighter, and

everyone closely connected to a fighter, should read this book.”

As a fighter advocate as well as a manager, Clark recently released the “Boxer-Manager Agreement,” a standard, legal document for boxers to contract the services of their manager or adviser. The ‘Boxer Manager Agreement’ can be downloaded on the AC Sports Management, LLC, website, www.ACsportsm.com.

To introduce the book, International Boxing Hall of Fame inductee and four division world champion Pernell “Sweet Pea” Whitaker and two-division world champion James “Buddy” McGirt will pair up for a third time. In this setting, the gloves are off and both fighters don their “writer” hat to tag-team the foreword for Clark’s book.

“Adrian’s heart is where it’s needed,” McGirt said. “Everyone says they are looking out for professional boxers, but he is showing (by example) that he really looks out for the fighters. Adrian and this book are great for the sport of boxing and for the athletes.”

Protect Yourself at All Times: A Guide for Professional Boxers will be endorsed by Everlast; the leading brand in Boxing for protective gear for fighters inside and outside of the ring. Clark will have a video blog on the Everlast website beginning July 6th, with a 3 minute summary of each chapter of this book.

“This book offers invaluable insights into the sport of boxing. Clark has shed light in grey space that exists in boxing and has effectively empowered professionals and amateurs through this important piece of work.” (Chris Beadon, Sports Marketing Manager at Everlast)

Books will be available August 14, 2016 at Barnes & Noble stores and for order at Amazon and Everlast.com. Nook and Kindle versions of the book will also be available.

Adrian Clark, a graduate of Texas A&M-Corpus Christi, was named to Forbes' annual "30 Under 30 (Sports)" for 2016. He resides in Dallas and can be contacted at Adrian@ACsportsm.com