

SATURDAY CES CARD FROM THE FAMED FOX THEATER FEATURED ON FIGHTNIGHT LIVE

NEW YORK (Oct. 17, 2018) – With more than one million views across the first three shows of its new season, FIGHTNIGHT LIVE Powered by Everlast makes its way to Foxwoods Resort and Casino in Conn. on Saturday to once again showcase some of New England's finest with Jimmy Burchfield Sr.'s Classic Entertainment and Sports (CES). Fans from across the globe can catch all the action for FREE beginning at 8 p.m. ET on any device wherever Facebook is available.

"We are excited to announce that our CES Boxing – Foxwoods series will once again be streamed live on Facebook to FIGHTNIGHT LIVE Powered by Everlast. This innovative platform allows us to showcase our dynamic fighters to a national audience. If you can't make it to Foxwoods, be sure to check out FIGHTNIGHT LIVE," said Burchfield, Sr.

Saturday's show from the fabled Fox Theater marks a fifth partnership between CES and FIGHTNIGHT LIVE. In the main event, New Haven, Conn., fan-favorite Jimmy Williams (15-1-1, 5 KOs) headlines in an eight-round battle for welterweight supremacy against dangerous Bronx, N.Y., veteran Enver Halili (10-1, 3 KOs), while New Haven's Edwin Soto (13-2-2, 5 KOs) returns in the eight-round co-feature against super welterweight Anthony Lenk (15-5, 7 KOs) of Niagara Falls, N.Y.

"We love partnering with CES. We know each other, we love working on shows with the Burchfield Family and have relationships with the promoters and fighters that extend long past the bell," said Mark Fratto, Principal and Director of Business Development, Linacre Media. "This is a great card and we're especially looking forward to the main event. 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."

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 380 fighters and 11 promotions during 20 live event broadcasts 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 20-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 125,600 views per event and more than 2.5 million total views for the franchise.

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 Sept. 2017 "Real Deal Promotions: Empire State" from Resorts World Casino (225,000), the August 2017 CES "Super Saturday" from Foxwoods (203,000), 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 20-show series has seen a total of more than 2,512,006 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 227,600 collective live post engagements (more than 11,300 per show), including more than 165,000 "likes" or "loves," more than 36,000 comments and almost 12,000 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 82,000 fans and more than 86,000 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 Fall and Winter 2018 dates will be officially announced in the coming weeks.

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<https://www.facebook.com/FaceFIGHTNIGHTLIVE/>

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 platforms or use the tags #LinacreMediaEvents or #LinacreMediaOnTV.

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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.

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PHILLY SPECIAL: SATURDAY NIGHT'S ALRIGHT FOR FIGHTNIGHT LIVE

NEW YORK (Oct. 3, 2018) – With almost 800,000 views across its first two Fall shows, FIGHTNIGHT LIVE Powered by Everlast heads back to Philadelphia on Saturday to showcase a Hard Hitting Promotions card live from 2300 Arena. Saturday Night's alright for fight fans, who can catch all of the action on Oct. 6 starting at 7 p.m.

“We always love coming to the Fighting City of Philadelphia. FIGHTNIGHT LIVE is off to a strong start in Season II, with great fights and interactive commentary that has driven significant viewership, and Saturday will showcase another excellent and explosive card,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’re pleased to highlight the heavyweight Rocky in the main event as well as some of the young talent known in the Philly area now being given a global platform to show what they can do in

the ring.”

This Saturday, Hard Hitting Promotions is back at the 2300 Arena in Philadelphia with a terrific eight-bout card featuring some of the brightest fighters from The City of Brotherly Love. In the main event, undefeated heavyweight prospect Darmani Rock (12-0, 7 KOs) takes on veteran Pedro Julio Rodriguez (23-5, 19 KOs). Terrific area prospects in Jeremy Cuevas (10-0, 8 KOs), Branden Pizarro (11-1, 5 KOs), Gadwin Rosa (7-0, 6 KOs) and Christian Tapia (5-0, 5 KOs) will put their impressive records on the line in front of a raucous hometown crowd.

“Hard Hitting Promotions is excited to team with FIGHTNIGHT LIVE on Saturday’s event,” said Manny Rivera of Team Hard Hitting. “This will add excitement to the show, as it will give Hard Hitting Promotions a platform to showcase our talent around the world.”

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 360 fighters and 11 promotions during 19 live event broadcasts 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.

At more than 2.2 million views for the series, FIGHTNIGHT LIVE has continued to deliver impressive numbers throughout its first 19 shows:

Since May 2017, the numbers on the 19-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 116,551 views per event and more than 2.2

million total views for the franchise.

The Sept. 2018 "Kings Boxing Tuesday Night Fights" (594,447) from the Sands in Bethlehem, 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 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 19-show series has seen a total of 2,214,461 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 191,000 collective live post engagements (more than 10,325 per show), including more than 132,000 "likes" or "loves," more than 35,000 comments and more than 11,000 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 85,000 followers.

For tickets to the live event, log on to hardhittingpromotions.com

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FIGHTNIGHT LIVE AVERAGING NEARLY 400,000 VIEWS PER SHOW IN SEASON II

NEW YORK (Oct. 1, 2018) – With almost 800,000 views across its first two Fall shows, FIGHTNIGHT LIVE Powered by Everlast is off to a tremendous Season II start, averaging nearly 400,000 views per event to date during its sophomore campaign.

By posting those September numbers, the free and interactive Facebook series has toppled the two million views plateau, having served 2,214,461 fight fans since its inception in May of 2017.

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 360 fighters and 11 promotions during 19 live event broadcasts 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.

“It’s been rewarding for us to be able to serve fight fans in this way, during a time that is great for boxing, in our opinion,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “There are so many platforms available to watch fights right now, both broadcast and digital. We’re proud of what we’ve been able to build, giving so many up-and-coming fighters an outlet to showcase their skills and giving fans a free platform to watch fighters, comment on performances, ask questions and engage in debate.

FIGHTNIGHT LIVE is far from perfect, but it is growing into a truly interactive and fun, free platform for all.”

At more than 2.2 million views for the series, FIGHTNIGHT LIVE has continued to deliver impressive numbers throughout its first 19 shows:

Since May 2017, the numbers on the 19-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 116,551 views per event and more than 2.2 million total views for the franchise.

The Sept. 2018 “Kings Boxing Tuesday Night Fights” (594,447) from the Sands in Bethlehem, 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 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 19-show series has seen a total of 2,214,461 views across all devices.

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TUESDAY NIGHT FIGHTS! FIGHTNIGHT LIVE AND KINGS BOXING CLOSE OUT SEPTEMBER AT THE SANDS

NEW YORK (Sept. 21, 2018) – Following a Season II opener viewed by almost 197,000 and the revelation of its new title sponsor, FIGHTNIGHT LIVE Powered by Everlast partners with King’s Promotions once again, closing out the month of September with Tuesday Night Fights. Fans can catch all of the action in the center of the ring on Tuesday, Sept. 25, at 7 p.m. live from the Sands Casino Resort in Bethlehem, Pa.

“Tuesday Night Fights! We love being able to present weeknight shows filled with up-and-coming fighters, giving fans the opportunity to relax in their living rooms and catch all the action on any device, including their big screens,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “We’re looking forward to four or so hours of action, so catch us at home or on the go live, or anytime next week on demand through the miracle of Facebook.”

“King’s Promotions is ecstatic about almost 200,000 views for our Sept. 14 show, especially on short notice,” said Marshall Kauffman of King’s Boxing. “We continue to be one of the busiest promoters anywhere and we’re excited to bring the best-quality boxing to fight fans on Facebook.”

In the main event on Tuesday, Anthony Mercado (11-4, 9 KOs) of Philadelphia and Puerto Rico takes on Victor Vazquez (10-4, 3 KOs) in what figures to be an exciting super lightweight bout scheduled for eight-rounds for the World Boxing Foundation

Silver International title. Also in action, undefeated featherweight prospect Stephen Fulton (13-0, 6 KOs) of Philly meets veteran Esteban Aquino (12-5, 7 KOs) of the Dominican Republic. Middleweight Money Powell (7-0, 4 KOs), rising featherweight prospect Raese Aleem (11-0, 5 KOs), heavyweights Colby Madison (6-0-2, 4 KOs) and Michael Coffie (3-0, 2 KOs) and featherweight Martino Jules(4-0) will all risk their undefeated records.

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At more than 1.6 million views for the series, FIGHTNIGHT LIVE has continued to deliver impressive numbers throughout its first 18 shows:

Since May 2017, the numbers on the 18-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 90,001 views per event and more than 1.6 million total views.

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 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 18-show series has seen a total of 1,620,014 views across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 183,000 collective live post engagements (more than 10,100 per show), including more than 124,000 “likes” or “loves,” more than 31,000 comments and more than 10,000 shares.

The Sept. 2017 “Real Deal Promotions: Empire State” set a new bar with 224,658 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 80,000 fans and more than 83,000 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>

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**FIGHTNIGHT LIVE SCORES
KNOCKOUT PARTNERSHIP WITH
EVERLAST – THE CHOICE OF
CHAMPIONS – FOR 24 EVENTS IN**

2018-19

NEW YORK (Sept. 19, 2018) – After opening Season II last Friday with nearly 200,000 views to bring its series viewership above 1.6 million, FIGHTNIGHT LIVE today announced a 24-show partnership with Everlast: The Choice of Champions and the preeminent brand in boxing since 1910.

Under the agreement, Everlast becomes the title sponsor of “FIGHTNIGHT LIVE, Powered by Everlast” for all shows during the 2018-19 season and enjoys benefits such as: Broadcast Billboards; “Tale of the Tape” and “Matchup” graphics during the live shows; sponsored interviews; in-venue ring announcer acknowledgements before each fight; between-show social media integration, and much more.

“We are delighted that Everlast – a brand synonymous with boxing – sees value in what FIGHTNIGHT LIVE has accomplished since May of 2017. We’ve had 18 shows originating from New York, Atlantic City, Philadelphia, Boston and New England, Phoenix and America’s Heartland, where more than 300 up-and-coming fighters and eleven different promotions gained an incredible amount of exposure via this exciting, truly social platform. To be able to have several events with more than 150,000 or 200,000 views only scratches the surface, and with Everlast’s partnership, we are truly ready to take FIGHTNIGHT LIVE to the next level here in Season II,” said Mark Fratto, Principal and Director of Business Development, Linacre Media.

“We are proud to partner with FIGHTNIGHT LIVE. At Everlast we have always believed in supporting people and ideas that break the mold and blaze new trails and FIGHTNIGHT LIVE is doing just that,” said Chris Zoller, Vice President of Marketing and Product development at Everlast. “We’re seeing a shift in how fight sports content is being consumed. Highly-engaging content and experiences delivered via emerging channels is the heart of our brand strategy. FNL is the perfect combination of

high-quality fight sports content and accessibility.”

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FIGHTNIGHT LIVE TO OPEN SEASON II ON FRIDAY, SEPT. 14 WITH AN ACTION-PACKED PHILLY CARD FIT FOR KINGS

NEW YORK (Sept. 6, 2018) – After a 17-show inaugural campaign that attracted 84,000 views per event and nearly 1.5 million views for the series, Facebook FIGHTNIGHT LIVE next turns the corner to year two, looking to build upon its meteoric rise. Season II of the interactive and free fight series opens in the Fighting City of Philadelphia on Friday, Sept. 14, with an action-packed King's Boxing card live from 2300 Arena.

The fan-friendly series that – among other aspects – prides itself on the real-time conversations held between fight commentators and the viewing audience showcased more than 300 fighters during 17 live event broadcasts in its first 12 months. 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.

“We are extremely proud of what FIGHTNIGHT LIVE accomplished since May 2017. We’ve had 17 shows originating from New York, Boston, Atlantic City, Philadelphia, New England, Phoenix and America’s Heartland, where many different promotions gained an incredible amount of exposure via this exciting, truly social platform. To be able to have several events where more than 150,000 people have tuned in only scratches the surface on the market interest for these events, and we are ready to take FIGHTNIGHT LIVE to the next level in year two,” said Mark Fratto, Principal and Director of Business Development, Linacre Media.

“Beyond the numbers, we’re really pleased with the way the shows have been presented and produced,” Fratto continued. “We’ve been able to showcase more than 300 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.”

“King’s Promotions is very excited to be working with Mark and the FIGHTNIGHT LIVE team,” said Marshall Kauffman of King’s Boxing, the eleventh promoter FIGHTNIGHT LIVE has showcased over its first 18 shows. “I believe we will bring the best-quality boxing to FIGHTNIGHT LIVE.”

In the main event, rising super middleweight prospect, Brandon “B-Rob” Robinson (10-1, 7 KOs) steps up in class when he takes on knockout artist Ernest Amuzu (24-3, 22 KOs), originally from Ghana. Also on the bill, undefeated three-time Olympian Anvar Yunusov (4-0, 1 KO) takes on 21-fight veteran Angel Monreal (10-10-1, 3 KOs). Other undefeated fighters seeing action will be Shyngyskhan Tazhibay (6-0, 2 KOs), Daiyann Butt (1-0), Alejandro Jimenez (2-0, 1 KO), Chrystian Peguero (2-0, 1

KO) and Keeshawn Williams (2-0-1, 1 KO).

Now at more than 1.4 million views for the series, FIGHTNIGHT LIVE has continued to deliver impressive numbers throughout its rookie season, which included seven live shows in the first five months of 2018:

Over the first 11 months of Season I programming, the numbers on the 17-show FIGHTNIGHT LIVE series showed promise and potential for the new platform with an average of 83,714 fight fans tuning in per event and more than 1.4 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) and the March 17 Murphy's "St. Patrick's Day Clash" (150,001) all logged 150,000 or more views, and collectively the 17-show series has seen a total of more than 30,000 total hours of Facebook video consumed by 1,423,132 users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 173,000 collective live post engagements (more than 10,200 per show), including more than 116,000 "likes" or "loves," almost 30,000 comments and nearly 10,000 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" and the March 17 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 79,000 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>

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 Fall 2018 dates will be officially announced in the coming weeks.

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

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 platforms or use the tags #LinacreMediaEvents or #LinacreMediaOnTV.

FIGHTNIGHT LIVE APPROACHING 1.5 MILLION VIEWS FOLLOWING SUCCESSFUL INAUGURAL CAMPAIGN

NEW YORK (May 24, 2018) – Recently celebrating its first anniversary and now approaching 1.5 million views for the series, Facebook FIGHTNIGHT LIVE next turns the corner to year two, looking to build upon its meteoric rise after a highly successful inaugural campaign.

The fan-friendly series that – among other aspects – prides itself on the real-time conversations held between fight commentators and the viewing audience has showcased more than 300 fighters during 17 live event broadcasts in its first 12 months. 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.

“We are extremely proud of what FIGHTNIGHT LIVE has accomplished since May 2017. We’ve had 17 shows originating from New York, Boston, Atlantic City, Philadelphia, New England, Phoenix and America’s Heartland, where many different promotions gained an incredible amount of exposure via this exciting, truly social platform. To be able to have several events where more than 150,000 people have tuned in only scratches the surface on the market interest for these events, and we are ready to take FIGHTNIGHT LIVE to the next level in year two,” said Mark Fratto, Principal and Director of Business Development, Linacre Media.

“Beyond the numbers, we’re really pleased with the way the shows have been presented and produced,” Fratto continued. “We’ve been able to showcase more than 300 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."

Now at more than 1.4 million views for the series, FIGHTNIGHT LIVE has continued to deliver impressive numbers throughout its rookie season, which has already included seven live shows in the first five months of 2018:

Over the first 11 months of programming, the numbers on the 17-show FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of 83,714 fight fans tuning in per event and more than 1.4 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) and the March 17 Murphy's "St. Patrick's Day Clash" (150,001) all logged 150,000 or more views, and collectively the 17-show series has seen a total of more than 30,000 total hours of Facebook video consumed by 1,423,132 users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 173,000 collective live post engagements (more than 10,200 per show), including more than 116,000 "likes" or "loves," almost 30,000 comments and nearly 10,000 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” and the March 17 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 80,000 fans and more than 83,000 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>

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 Spring and Summer 2018 dates will be officially announced in the coming weeks.

FIGHTNIGHT LIVE is available online at:

<https://www.facebook.com/FaceFIGHTNIGHTLIVE/>

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

platforms or use the tags #LinacreMediaEvents or #LinacreMediaOnTV.

THE ROAD TO GOLD: FIGHTNIGHT LIVE HEADS TO ROCHESTER, NY, ON SATURDAY, APRIL 14 TO SHOWCASE OLYMPIC HOPEFULS

NEW YORK (April 13, 2018) – Facebook FIGHTNIGHT LIVE has showcased up-and-coming professional fighters since its inception 11 months ago, and next, the fan-friendly combat sports series looks to give fans a true preview of some blockbuster coming attractions. Boxing fans who want a first look at the future of the sport can tune in on Saturday at 5:30 p.m. ET via any device wherever Facebook is available and catch upstate New York’s Olympic hopefuls live from Rochester on “The Road To Gold In Tokyo.”

“It’s been our mission since Day 1 to provide a platform for those young fighters who can really benefit from exposure to an audience of 100,000 or more on our Facebook channel,” said Mark Fratto, Principal of Linacre Media. “FIGHTNIGHT LIVE now takes this effort one step further by showcasing a young star in National Silver Gloves Champ Manny Gonzalez, and other U.S. National Team/USA Boxing hopefuls, live from the Main Street Armory in Rochester this weekend.”

Now approaching 1.4 million views for the series, Saturday’s “Road To Gold” continues FIGHTNIGHT LIVE’s meteoric 11-month rise, which has already included six live shows in the first three months of 2018.

“As someone who has managed six world champions and numerous other boxing contenders over a thirty-year span, I am proud and excited to be an adviser to Fight Factory in presenting this unique program in conjunction with Linacre Media. Having managed three former American Olympians – Oscar De La Hoya, Larry Donald and Lawrence Clay Bey – I know that this series has a true opportunity to discover Olympic talent with the hope of bringing Olympic Gold back to the United States,” said Road To Gold adviser Stephen Nelson.

This Saturday’s three-plus hour show will feature Angel “Manny” Gonzalez, who captured the 110-lbs. crown at the 2018 National Silver Gloves Tournament, following up on his 2017 Silver Gloves national title. Other promising young amateurs to watch include the No. 1-ranked nine/ten year-old at 70 lbs. and 2018 Silver Gloves champion Fynest Cummings, the No. 2-ranked eight year-old and 2018 Silver Gloves silver medalist Javier Mitchell and four-time National Golden Gloves champion Lawrence “I Have A Dream” King, who works in the Monroe County Sherriff’s Department when not serving as a sparring partner for notable professional boxers.

“The Road to Gold is going to be a top-shelf amateur event that will create a solid platform for many local fighters. As the head trainer of Top 10 ranked professional boxer Willie Monroe Jr., and a positive role model in the community, we are just trying to give back to these kids who work so hard inside and outside of the gym,” said T.J. Nolan of Rochester Fight Factory. “These young athletes deserve to showcase their talents to the world and we are providing an opportunity for them to do so through this event. I am excited to see these young athletes get a chance show the world what they are made of.”

Over the first 10-plus months of programming, the numbers on the 16-show FIGHTNIGHT LIVE series have showed promise and potential for the new platform with an average of 86,393 fight fans tuning in per event and almost 1.4 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) and the March 17 Murphy’s “St. Patrick’s Day Clash” (150,001) all logged 150,000 or more views, and collectively the 16-show series has seen a total of more than 29,000 total hours of Facebook video consumed by 1,382,290 users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 171,000 collective live post engagements (more than 10,500 per show), including more than 115,000 “likes” or “loves,” more than 29,000 comments and more than 9,000 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” and the March 17 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 80,000 fans and more than 83,000 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/fightni>

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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 Elite Heat Water, Montauk Iced Tea (montaukbev.com), Mr. Custom Made (mrcustommade.com) and BallWash (ballwash.com).

On Saturday, April 14, live from live from the Main Street Armory in Rochester, 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 Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Network. Joining Flores is Rochester native and two-time world title challenger and top contender Willie "Mongoose" Monroe, Jr., and area sportscaster John DiTullio from The Brother Wease Show and DiTullio and Moran, both carried via I Heart Media stations. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

"As someone who is proud to represent the Rochester community, I couldn't be more proud of our own local boxers who will be participating in this weekend's Road to Gold in Tokyo amateur boxing event at the Main Street Armory," said Monroe. "I know the hard work and dedication it takes and I know that they have what it takes to make us all proud. I salute each and every one of them."

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 Spring and Summer 2018 dates will be officially announced in the coming weeks.

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<https://www.facebook.com/FaceFIGHTNIGHTLIVE/>

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ST. PATRICK'S DAY CLASH: FIGHTNIGHT LIVE ROCKS AGAIN ON SATURDAY, MARCH 17 WITH MURPHY'S BOXING LIVE FROM BOSTON

NEW YORK (March 14, 2018) – Facebook FIGHTNIGHT LIVE has something for everyone this Saturday as the fan-friendly and completely FREE platform celebrates St. Patrick's Day in Boston with the Dropkick Murphys and Murphys Boxing. Music fans and fight fans from across the nation and around the globe can catch the Dropkick Murphys in concert and an outstanding card with international appeal on any device

wherever Facebook is available from 7-10 p.m., brought to fans by the promotion born out of the Dropkick Murphys popular Celtic punk band.

Following the three-hour FREE show – featuring Dropkick Murphys music, fighter interviews and four free bouts live from the House of Blues adjacent to Fenway Park – fans can tune into the iN Demand, Vubiquity, DISH and the FITE.TV app for four more pay-per-view fights and a live acoustic set from the band. Canadian fight fans can tune in via Super Channel.

“Times are changing for boxing just like streaming changed music. 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 surpassing 1.2 million views for the series, Saturday’s St. Patrick’s Day Clash continues FIGHTNIGHT LIVE’s meteoric 10-month rise, which has already included five live shows in the first two months of the New Year.

“We’re excited to continue our two-fight promotion with Murphys Boxing and can’t wait to hoist a pint with them during our St. Patrick’s Day show in Boston,” said Mark Fratto, Principal of Linacre Media. “Facebook is a terrific medium to deliver these great early fights and interviews for free, and set the St. Paddy’s tone with some great music from Ken Casey and the fellas. We encourage fight fans and music fans to check out the PPV portion as well, there’s more music and unbelievable action coming up later in the evening.”

As part of the Facebook bouts, New England champion Greg “The Villain” Vendetti (17-2-1, 10 KOs) of Stoneham, Mass., takes on Engleberto Valenzuela (11-12, 3 KOs) of Mexico; the Fighting Pride of the Yezidi People Yurik “Don’t Be Sorry, Be Careful” Mamedov (6-1, 3 KOs) of Brooklyn, N.Y. meets Daniel Sostre (13-16-1, 5 KOs), or Puerto Rico; featherweight Amanda

Pavone (2-0, 1 KO) of Burlington, Mass. Faces Sarah Click (pro debut) of Framingham, Mass.; and lightweight Tomas Romain (6-1) of Brooklyn, N.Y. takes on Israel Rojas (13-20, 5 KOs) of Mexico.

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 82,153 fight fans tuning in per event and more than 1.2 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) and the Sept. CES "Twin River Twinbill" from Lincoln, R.I. (157,000) all topped 150,000 views, and collectively the 15-show series has seen a total of almost 28,000 total hours of Facebook video consumed by 1,232,299 users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 155,000 collective live post engagements (more than 10,000 per show), including almost 103,000 "likes" or "loves," more than 27,000 comments and more than 7,000 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), Mr. Custom Made (mrcustommade.com) and BallWash (ballwash.com).

On Saturday, March 17, live from live from the House of Blues in Boston, 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 Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Network, and analyst 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 Spring 2018 dates will be officially announced in the coming weeks.

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<https://www.facebook.com/FaceFIGHTNIGHTLIVE/>

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ATLANTIC CITY BOARDWALK BOXING FEATURING LAMANNA VS. BRACERO WRAPS UP FACEBOOK FIGHTNIGHT LIVE WEEKEND TRIPLEHEADER ON SATURDAY

NEW YORK (Feb. 21, 2018) – Recently reaching 1,000,000 views for the series, Facebook FIGHTNIGHT LIVE looks to establish another benchmark this Friday-Saturday, Feb. 23-24, with back-to-back-to-back shows spanning from the casinos of New England to the Boardwalk of Atlantic City. A red-hot card from the Jersey Shore caps the epic weekend, as the fan-friendly streaming service partners with Rising Star Promotions on Saturday night, Feb. 24. Fans from across the globe can catch seven bouts beginning at 7 p.m. wherever Facebook is available, including a crossroads main event battle featuring

Thomas "Cornflake" LaManna (25-2, 9 KOs) and Gabriel "Tito" Bracero (24-3, 5 KOs).

"We're excited to be taking this next step for the series, and to be capping the weekend with an outstanding card that will delight fight fans, called by Ray Flores and Paulie Malignaggi," said Mark Fratto, Principal of Linacre Media. "Boardwalk Boxing at The Showboat will be back in a big way on Saturday night with names like LaManna, Bracero, Rainone, Julan, Varmall and hot prospects and local favorites all displaying their talents and passion on Facebook. As a bonus, we're proud to produce the PPV and pro debut of Mike Rashid, who has conquered the worlds of fitness and digital media and is looking to do big things in the fight game."

In the main event on Saturday night, New Jersey's LaManna fights for the 19th time in the shore town, as he takes on the battle tested, Brooklyn-based Bracero. The card will feature some of the best prospects in the region that includes Jahmal Dyer of Baltimore, Md. (4-0, 2 KOs), Donald "No Love" Smith (5-0, 3 KOs) of Philadelphia, Frederick Julan (8-0, 6 KOs) of Brooklyn and Alvin Varmall, Jr. (14-0, 12 KOs) of Catskill, N.Y.

"We are excited to be bringing this great event and our first Boardwalk Boxing card from The Showboat to the fans all over the world on FIGHTNIGHT Live. We have a main event that everyone is talking about, and we are featuring some terrific prospects on an outstanding undercard," said Debbie LaManna, President of Rising Star Promotions.

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

On Saturday night, Feb. 24, live from live from The Showboat in Atlantic City, N.J., 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 Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Network and former IBF and WBA World Champion Paulie Malignaggi, now of Showtime, Sky Sports and CBS Sports Network. 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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