

DIBELLA ENTERTAINMENT AND FIGHTNIGHT LIVE PARTNER TO DELIVER SEPT. 15 “BROADWAY BOXING” SHOW ON FACEBOOK

NEW YORK (Sept. 13, 2017) – After attracting more than 200,000 viewers in each of its last two shows, Facebook FIGHTNIGHT LIVE continues its September programming by aligning with one of the longest-running fight series anywhere. The tech-forward, fan-friendly Facebook broadcast platform now partners with DiBella Entertainment to deliver the next edition of the promotion’s “Broadway Boxing,” live from Foxwoods Resort Casino in Connecticut.

“I am thrilled to bring Broadway Boxing to such a wide-reaching social media platform as Facebook via FightNight LIVE,” said Lou DiBella, President of DiBella Entertainment. “We are streaming the entire card for free and will have a terrific team of commentators calling the action, with Showtime’s Corey Erdman, boxing/MMA star Heather Hardy, and Hartford, Connecticut’s former world title challenger John Scully. Viewers will be treated to a great lineup featuring New England heavyweight champion Alexis Santos facing Ireland’s Niall Kennedy in the main event, along with middleweight contender Ievgen Khytrov, popular female fighter Shelly Vincent, East Hartford’s Mykquan Williams and other local talent on the undercard.”

Headlining the night in a 10-round heavyweight battle of local rivals, Alexis Santos (18-1, 15 KOs), of Lawrence, Mass., clashes with Ireland’s Niall Kennedy (8-0, 5 KOs), fighting out of Boston, Mass. Co-promoted by DiBella Entertainment and Fight Promotions Inc., middleweight contender Ievgen “The Ukranian Lion” Khytrov (14-1, 12 KOs), of Brooklyn, N.Y.,

battles upset-minded specialist Derrick "Superman" Findley (27-21-1, 18 KOs), of Gary, Ind., over eight rounds in the co-main event. New England fan favorite "Marvelous" Mykquan Williams (7-0, 4 KOs), of East Hartford, Conn., will return against battle-tested Evincii Dixon, of Lancaster, Penn., over six rounds. In a special feature attraction women's eight-round junior lightweight battle, Shelly "Shelito's Way" Vincent (19-1, 1 KO) squares off against Angel "Nonstop" Gladney (9-12-1, 6 KOs).

"We've seen Facebook FIGHTNIGHT LIVE grow into a truly global platform over the first five months, and we're pleased that so many promoters have taken notice. Friday's card with DiBella Entertainment features quality bouts with international standouts and regional stars, and we're excited that a long-running, high-quality series like Broadway Boxing has found a new home on Facebook," said Mark Fratto, Principal and Director of Business Development, Linacre Media.

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) and Northeastern Fine Jewelry (www.nefj.com).

On Friday night, Sept. 15, live from Foxwoods, 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 Corey Erdman of Showtime, VICE Boxing Scene. Erdman will be joined on the show by former world-ranked light heavyweight “Iceman” John Scully, Brooklyn’s own WBC International Female Super Bantamweight titleholder Heather “The Heat” Hardy and DiBella himself as analysts. 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.

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About Broadway Boxing

Broadway Boxing was launched in April 2004 as a monthly boxing series featuring local prospects and contenders. By August of 2008, Broadway Boxing had become a weekly series on SNY with a combination of premiere episodes and replays of past or “best of” shows that emanate from DBE’s vast library. Having debuted on HD Net and the MSG Network, Broadway Boxing has aired every Sunday night at 8 p.m. ET on SNY for the past nine years. During that time, the series has grown to produce some of the highest ratings for any program broadcast on SNY, outside of NY Mets games. World champions such as Vitali Klitschko, Gennady Golovkin, Jose Pedraza, Andre Berto, Paulie Malignaggi, Peter Quillin, Guillermo Rigondeaux, Yuriorkis Gamboa, DeMarcus Corley, Randall Bailey and Amanda Serrano have appeared on the series. The current broadcast team consists of Hall of Famer Steve Farhood and Brian Custer of Showtime, as well as Brian Adams, the Director of the New York Daily News Golden Gloves tournament. Past broadcasters to call the fights include the late Nick Charles of Showtime, WFAN’s Tony Paige, the NFL’s Bob Papa, Fox Sports’ Gus Johnson, Sam Rosen and Fran Charles.

EMPIRE STATE PROSPECTS HIGHLIGHT SATURDAY'S EVANDER HOLYFIELD REAL DEAL FACEBOOK FIGHTNIGHT LIVE OFFERING

NEW YORK (Sept. 6, 2017) – After sizzling this summer with fight cards that drew as many as 200,000 viewers, the FIGHTNIGHT LIVE series looks to stay hot with a full September lineup. The tech-forward, fan-friendly Facebook broadcast platform opens its fall slate on Saturday, Sept. 9, by collaborating with Evander Holyfield's Real Deal Championship Boxing for a five-bout card featuring eight New York up-and-coming prospects, plus others.

"We're very excited to partner with Linacre Media and the FIGHTNIGHT LIVE team," said Eric Bentley, COO of Real Deal Sports and Entertainment. "It's a great opportunity to partner with each other in order to organically and strategically build our audiences. We want to bring as much exposure as we can to our fighters, our initiatives and our brand, and FIGHTNIGHT LIVE is a perfect way to do so."

Highlighting the Facebook/TheRealDealBoxing.com simulcast is Brooklyn native Julian Sosa (8-0-1, 3 KOs), as he takes on Detroit's James Lester (11-12-1, 4 KOs). Also appearing on the FIGHTNIGHT LIVE/Real Deal Boxing card in separate bouts: undefeated fighters Greg Outlaw of Bowie, Md. (3-0, 1 KO), Cesar "Rain Man" Francis of Brooklyn (1-0), Khalid "Pure Gold" Twaiti (1-0, 1 KO) of the famed Gleason's Gym in Brooklyn, pro-debuting Saleh "Yemen Boxer" Almulaki of Queens, and others.

"We're pleased to begin a partnership with Hall of Famer Evander Holyfield and Real Deal Sports and Entertainment this Saturday, with an action-packed show containing something for everyone," said Mark Fratto, Principal and Director of Business Development, Linacre Media. "Fight fans can watch the first five bouts of The Real Deal's Empire State card on Facebook FIGHTNIGHT LIVE or on TheRealDealBoxing.com, and then catch the PPV fights exclusively through The Real Deal's Verizon Digital Media service, with a portion of the proceeds benefitting Hurricane Harvey victims in their time of need. A great night of action showcasing NYC and area prospects, Hall of Fame announcer Barry Tompkins, plus the ability to help others – what's better than that?"

Following the Facebook slate, fight fans are encouraged to continue watching Real Deal's featured bouts of the evening, exclusively at TheRealDealBoxing.com via the promotion's Verizon Digital Media Pay-Per-View service (\$5.99). A \$1.00 donation from every PPV purchase will be made to support those affected by Hurricane Harvey, and the three featured bouts include a clash between Ian "The Young General" Green of Patterson, N.J. (12-1, 9 KOs) and Kingston, Jamaica's Kemahl "Hitman" Russell (11-1, 9 KOs) for the vacant Junior NABF Middleweight title. Popular area pugilist and New York State middleweight champion Devaun "Unique" Lee (8-2-1, 3 KOs) takes on veteran Giovanni Lorenzo (37-7, 28 KOs) of NYC, plus a matchup between undefeated prospects Edgar Berlanga of Brooklyn (4-0, 4 KOs) and Rochester's Saadiq Muhammad (4-0) will also be shown in its entirety via TheRealDealBoxing.com PPV.

Over the first four 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 85,000 fight fans tuning in per event. The August "Super Saturday" from Foxwoods (202,000), the July Roy Jones Jr. "Desert Showdown" from Phoenix (63,000), the May "Slugfest at the Sun" from

Mohegan Sun (46,000) and the June "Rosemont Rumble" from Chicago (32,000) saw a total of more than 8,000 total hours of Facebook video consumed by 342,000-plus users across all devices.

In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 33,000 collective live post engagements, including more than 3,000 "likes" or "loves," more than 10,000 comments and 3,000-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 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.

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On Saturday night, Sept. 9, live from Resorts World Casino in Queens, N.Y., fans can expect a high-impact, multi-camera streaming experience complete with graphics, animations, replays, interviews and an announce team anchored by Hall of Fame blow-by-blow announcer Barry Tompkins of Showtime and analyst Michael Woods of the TalkBox Podcast, NYFights.com and 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 SETS NEW RECORD WITH 200,000-PLUS FACEBOOK VIEWS FOR SATURDAY SHOW

NEW YORK (Sept. 1, 2017) – Before fight fans turned their attention to the desert with knockout PPV numbers last Saturday, the FIGHTNIGHT LIVE Facebook series landed a massive haymaker of its own. Linacre Media and CES Boxing partnered on

a pre Mayweather-McGregor card that ran from 6-9:30 p.m. ET live from Foxwoods in Connecticut, with the tech-forward, fan-friendly Facebook broadcast platform drawing an audience of 201,935 fight fans, and counting.

“Fight fans were primed and ready for Saturday night’s mega-event from Las Vegas, and we were pleased to be able to entertain so many with great fights from Foxwoods for the hours leading up to Showtime PPV,” said Mark Fratto, Principal and Director of Business Development, Linacre Media. “Of course we had some fans thinking they’d get to see Mayweather-McGregor, but we were quick to point them in the proper direction for that content. The hundreds of thousands that stayed on our platform saw some great action, including a wild ending in the CES main event. As a matter of fact, we saw 50,000 more fight fans log-in on Sunday to review the closing moments, and as always with our interactive Facebook shows, offer their own opinions and interpretations. We’re pleased to be able to announce that seven or more shows are being added to the calendar from September through November, including one leading into GGG – Canelo.”

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"For more than 25 years, CES has delivered boxing excitement to fans all over the world. The tradition continued Saturday night at Foxwoods 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 Jimmy Burchfield, Sr.

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PROGRAMMING ALERT: CES BOXING, FIGHTNIGHT LIVE TO PARTNER FOR AUG. 26 PRE-MAYMAC CARD FREE ON FACEBOOK

NEW YORK (August 25, 2017) – Fight fans who want to whet their appetite prior to Mayweather-McGregor will be able to do so on Saturday, Aug. 26, thanks to a new partnership between veteran promoter Jimmy Burchfield Sr. and the FIGHTNIGHT LIVE Facebook series. CES Boxing and the tech-forward, fan-friendly Facebook broadcast platform are set to deliver once again – this time from Foxwoods Resort Casino in Connecticut – from 6-9 p.m. ET this Saturday before action heats up in the desert later that night.

Highlighting the CES Boxing card at Foxwoods' Premier Ballroom is New London, Conn., native Jimmy Williams (13-0-1, 5 KOs), as he defends his WBC-USNBC Welterweight Title against veteran Bronx N.Y. pugilist Issouf Kinda (18-4, 7 KOs). Also appearing on the card: New London's Cristobal Marrero (4-0, 3 KOs), Hartford's Richie Rivera (2-0, 2 KOs) and Jose Rivera (3-1, 3

KOs), Miguel Ortiz (2-0, 1 KO) of Springfield, Mass., and others.

“CES Boxing starts the fireworks with a live, action-packed card at Foxwoods Resort Casino leading up to the Mayweather-MacGregor PPV,” proudly states CES President Burchfield Sr. “We are extremely excited to be partnering with Linacre Media to broadcast this event worldwide on the FIGHTNIGHT LIVE Facebook page.”

Tickets are priced at \$55, \$90, \$155 and \$325 and can be purchased online at cesboxing.com, foxwoods.com, or ticketmaster.com, or by phone at 401-724-2253 or 800-200-2882. As an added bonus, all CES ticket holders receive a free, reserved seat to the exclusive Pay Per View showing of Floyd Mayweather vs. Conor McGregor in Foxwoods’ Grand Theater.

“We’re happy to be involved in what will be a great night for fight fans all over the globe,” said Mark Fratto, Principal of Linacre Media. “In addition to the great crowd that Jimmy Burchfield Sr. and Team CES is sure to deliver with a packed, local card and the May-Mac PPV following on the big screen at Foxwoods, we’re thrilled to deliver all of the action from coast-to-coast and around the world through our Facebook FIGHTNIGHT LIVE channel. We hope a lot of boxing and MMA fans having fight parties will enjoy our free New England Facebook show on any device before turning their attention toward the desert and Showtime.”

The numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform. The July Roy Jones Jr. “Desert Showdown” from Phoenix, the May “Slugfest at the Sun” from Mohegan Sun and the June “Rosemont Rumble” from Chicago drew audiences of 65,000, 44,000 and 31,000, respectively, with more than 6,000 of hours of LIVE video consumed by Facebook users. In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 27,000 collective live post engagements, including more

than 15,500 “likes” or “loves,” more than 9,000 comments and 1,600-plus shares.

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On Saturday night, August 26, live from Foxwoods Resort Casino in Ledyard, 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 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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NEW YORK (August 15, 2017) – Fight fans who want to whet their appetite prior to Mayweather-McGregor will be able to do so on Saturday, Aug. 26, thanks to a new partnership between veteran promoter Jimmy Burchfield Sr. and the FIGHTNIGHT LIVE Facebook series. CES Boxing and the tech-forward, fan-friendly Facebook broadcast platform are set to deliver once again – this time from Foxwoods Resort Casino in Connecticut – from 6-9 p.m. ET on that Saturday before action heats up in the desert later that night.

Highlighting the CES Boxing card at Foxwoods' Premier Ballroom is New London, Conn., native Jimmy Williams (13-0-1, 5 KOs), as he defends his WBC-USNBC Welterweight Title against veteran Bronx N.Y. pugilist Issouf Kinda (18-4, 7 KOs). Also appearing on the card: New London's Cristobal Marrero (4-0, 3 KOs), Hartford's Richard Rivera (2-0, 2 KOs) and Jose Rivera (3-1, 3 KOs), Miguel Ortiz (2-0, 1 KO) of Springfield, Mass., and others.

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JOHN VERA BATTLES DANIEL ROSARIO FOR NABA SUPER WELTERWEIGHT TITLE ON SATURDAY NIGHT LIVE ON FACEBOOK FIGHTNIGHT LIVE

nd the FIGHTNIGHT LIVE Facebook series will answer that question this Saturday, July 15, at 7:30 p.m. PT (10:30 p.m. ET) when the tech-forward, fan-friendly broadcast platform delivers once again – this time with a stacked fight card featuring championship action live from the desert.

Promoted by Roy Jones Jr. and Keith Veltre, Saturday's event will bring fans back-to-back championship action. The event will showcase a main attraction featuring NABA Super Welterweight Champion John "The Phenom" Vera Jr. (16-0, 10 KOs) as he takes on the former WBO Latino Champion Daniel Rosario (11-2, 10 KOs) in a 10-round contest live from in Chandler, Ariz. Super bantamweight standout and former WBA World Champion Rico Ramos (25-5, 13 KOs) will go toe-to-toe with Tony Lopez (12-2, 4 KOs) for the vacant NABA Super Bantamweight title as part of a stacked fight card filled with Arizona-area heroes.

"Roy and I have always felt that live streaming would take the place of the old platforms of delivering fights," stated Veltre, CEO and Co-Founder of Roy Jones Jr. Boxing Promotions. "To partner up with Linacre Media and showcase our talent live with Facebook is years ahead of anyone else in the industry. This will give us the ability to reach millions of boxing fans

around the world and enable us to deliver our sponsors triple the exposure we would normally get from traditional TV. Mark Fratto, the brains behind this envisioning series, is giving fighters the opportunity to showcase their talent to the world and gain a fan base. We are thrilled that his vision lines exactly where Roy Jones Jr. Boxing Promotions wants to be.”

Vera, of Fort Worth, Texas, has a perfect mark of 16-0 with ten knockouts, and is ranked No. 7 by the WBA and No. 14 by the WBO.

The 28 year-old southpaw has built that mark on the strength of beating good competition. He has defeated Alberto Robles (3-0) and Radmir Akhmediyev (7-0). He won the NABA title with a sixth-round stoppage over Joey Rueles (10-1-1). He has defended the title successfully twice with a second-round stoppage over Milorad Zizc (12-1), and in his last bout when he won a 10-round split decision over Salim Larbi on January 27 in Phoenix.

Rosario, of Caguas, Puerto Rico, has a record of 11-2 with 10 knockouts. Like Vera, the 29 year-old Rosario has built his record with impressive victories over Carlos Ramos (1-0), Jordan Wisenfeld (4-0-2), Alphonso Black (8-1-1), and won the WBO Latino Super Welterweight title with a second-round stoppage over Aaron Garcia (14-3-1). Rosario is coming off an eight-round split decision loss to Norberto Gonzalez on November 18, 2016, in Las Vegas.

Ramos, of Watts, Calif., has a record of 27-5 with 13 knockouts. The 30 year-old won the WBA Super Bantamweight title with a seventh-round stoppage over Akifumi Shimoda in 2011. After losing the title, he fought for the world championship again, but lost to Jesus Cuellar. Ramos is on a three-fight win streak with his latest victory coming via a 10-round unanimous decision over Erik Ruiz on March 11 in Las Vegas.

Lopez, of Fort Worth, Texas, has a record of 12-2 with four knockouts. Lopez has defeated three undefeated fighters; included in that is a win over highly regarded Jerren Cochran (11-0). Lopez is coming off a fifth-round technical decision over Ranel Suco this past April 27 in Dallas.

The stacked undercard includes an eight-round welterweight clash between Abel Ramos (17-2, 12 KOs) of Phoenix battling Emmanuel Robles (15-2, 4 KOs). Four more undercard fights will start the bill off with fights featuring undefeated bantamweight Max Ornelas (8-0-1, 3 KOs) rematching fellow undefeated warrior, Leopoldo Martinez (6-0-1, 3 KOs) – their last bout ended in a technical draw following a headbutt. Super featherweight Randy Moreno (8-1, 7 KOs) takes on local favorite Ivan De La Madrid (3-1) and welterweight Vernon Brown (4-0, 3 KOs) of Chicago puts his undefeated slate on the line against fellow unbeaten battler Daniel Castro Jr. (2-0, 2 KOs) of Durango, Mexico.

Fights and fighters are subject to change; limited tickets are still available at www.WinGilaRiver.com. A tape-delayed version of the live show will air on BeIN Sports one week after the live show on Facebook.

Supporters of the Sweet Science can take advantage of the multi-camera FIGHTNIGHT LIVE broadcast on Facebook – completely free wherever Facebook is available – and also check out all of the action in ULTRACAST 360° or ULTRACAST VR by downloading the ULTRACAST app and subscribing to the PPV feed for only \$.99. Available for IOS and Android, fans simply need to download the ULTRACAST app in the App store or by visiting www.ultracast.com/app.

“We’re excited to be able to capitalize on cutting-edge technology to give the Roy Jones Jr. Boxing audience a ringside seat, live from the greater Phoenix area,” said Mark Fratto, Principal of Linacre Media. “Our Facebook Live series continues to keep fight fans at the forefront, now with not

just one – but three – high-quality viewing experiences available.”

The numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform. The May “Slugfest at the Sun” from Mohegan Sun and the June “Rosemont Rumble” from Chicago drew audiences of 44,000 and 31,000, respectively, with more than 3,000 of hours of LIVE video consumed by Facebook users. In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 15,000 collective live post engagements, including more than 9,000 “likes” or “loves,” more than 5,000 comments and 800-plus 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) and Northeastern Fine Jewelry (www.nefj.com).

On Saturday night, July 15, live from Wild Horse Pass Casino in Chandler, Ariz., fans can expect a high-impact, multi-camera streaming experience – now also available in ULTRACAST 360° and ULTRACAST VR – complete with graphics, animations, replays, interviews and an announce team anchored by blow-by-blow announcer Miguel Flores of Premier Boxing Champions and analyst Michael Woods of the TalkBox Podcast, NYFights.com and The Ring. Joining the broadcast team once again will be world-ranked light heavyweight Mike Lee. University of Notre Dame alum Lee (19-0, 10 KOs) is ranked No. 12 by the WBO, No. 12 by the IBF, No. 13 by the WBA and No. 14 by the WBC, and will be ringside with Flores and Woods to provide expert analysis. 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 multiple camera angles,

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.

FIGHTNIGHT LIVE strap season continues on Saturday, July 29, in Raleigh, N.C., as Tar Heel State undefeated super flyweight Dewayne Beamon competes for the IBO Inter-Continental and UBF World Junior Bantamweight titles. More FIGHTNIGHT LIVE dates will be officially announced in the coming weeks.

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**JULY 15 ROY JONES JR.
FACEBOOK “FIGHTNIGHT LIVE”
PHOENIX SHOW TO FEATURE FAN-**

FRIENDLY ULTRACAST 360° AND VIRTUAL REALITY FEEDS

NEW YORK (July 6, 2017) – Bringing fight fans even closer to the action, Roy Jones Jr. Boxing, Linacre Media and ULTRACAST will partner to stream the Saturday, July 15 FIGHTNIGHT LIVE Phoenix showdown not only live in H.D. on Facebook, but in ULTRACAST 360° and in ULTRACAST Virtual Reality as well.

Supporters of the Sweet Science can take advantage of the multi-camera FIGHTNIGHT LIVE broadcast on Facebook – completely free wherever Facebook is available – and also check out all of the action in ULTRACAST 360° or ULTRACAST VR by downloading the ULTRACAST app and subscribing to the PPV feed for only \$.99. Available for IOS and Android, fans simply need to download the ULTRACAST app in the App store or by visiting www.ultracast.com/app.

“We are thrilled about partnering with Linacre Media and FIGHTNIGHT LIVE to provide fans the 360° Virtual Reality experience of Roy Jones Jr. Boxing,” said CEO of Ultracast, Dmitry Kozko.

“Roy and I have always felt that live streaming would take the place of the old platforms of delivering fights,” stated Keith Veltre, CEO & Co-Founder of Roy Jones Jr. Boxing Promotions. “To partner up with Linacre Media and showcase our talent live with Facebook is years ahead of anyone else in the industry. This will give us the ability to reach millions of boxing fans around the world and enable us to deliver our sponsors triple the exposure we would normally get from traditional TV. Mark Fratto, the brains behind this envisioning series, is giving fighters the opportunity to showcase their talent to the world and gain a fan base. We are thrilled that his vision lines exactly where Roy Jones Jr. Boxing Promotions wants to be.”

“We’re excited to be able to capitalize on cutting-edge technology to give the Roy Jones Jr. Boxing audience a ringside seat, live from the greater Phoenix area,” said Mark Fratto, Principal of Linacre Media. “Our Facebook Live series continues to keep fight fans at the forefront, now with not just one – but three – high-quality viewing experiences available.”

ULTRACAST is the premier app for live 360° and VR content, broadcasting – or better yet, ultracasting – unique, exclusive perspectives of events to millions of mobile phones, worldwide. ULTRACAST takes viewers ringside at fights, allows them to be part of the back-stage drama, celebrate the win on the podium or feel the front-row excitement of a concert; getting up-close and personal, and going “beyond live”. Get the latest updates with ULTRACAST by following ULTRACASTLIVE on Facebook and @Ultracastlive on Twitter and Instagram.

Promoted by Roy Jones Jr. and Keith Veltre of Roy Jones Jr. Boxing Promotions, the July 15 card will bring fans back-to-back championship action. The event will showcase a main attraction featuring NABA Super Welterweight Champion John “The Phenom” Vera Jr. (16-0, 10 KOs) as he takes on the former WBO Latino Champion Daniel Rosario (11-2, 10 KOs) in a 10-round contest live from in Chandler, Ariz. Super bantamweight standout Rico Ramos (25-5, 13 KOs) will go toe-to-toe with Tony Lopez (12-2, 4 KOs) for the vacant NABA Super Bantamweight title as part of a stacked fight card filled with Arizona-area heroes. Additional fights and fighters are subject to change; limited tickets are still available at www.WinGilaRiver.com. A tape-delayed version of the live show will air on BeIN Sports one week after the live show on Facebook.

The numbers on the FIGHTNIGHT LIVE series have showed promise and potential for the new platform. The May “Slugfest at the Sun” from Mohegan Sun and the June “Rosemont Rumble” from Chicago drew audiences of 44,000 and 31,000, respectively,

with more than 3,000 of hours of LIVE video consumed by Facebook users. In addition to the raw viewership numbers, the fully-interactive, fan-friendly productions have seen more than 15,000 collective live post engagements, including more than 9,000 “likes” or “loves,” more than 5,000 comments and 800-plus shares.

On Saturday night, July 15, live from Wild Horse Pass Casino in Chandler, Ariz., fans can expect a high-impact, multi-camera streaming experience – now also available in ULTRACAST 360° and ULTRACAST VR – complete with graphics, animations, replays, interviews and an announce team anchored by blow-by-blow announcer Miguel Flores of Premier Boxing Champions and analyst Michael Woods of the TalkBox Podcast, NYFights.com and The Ring. Joining the broadcast team once again will be world-ranked light heavyweight Mike Lee. University of Notre Dame alum Lee (19-0, 10 KOs) is ranked No. 12 by the WBO, No. 12 by the IBF, No. 13 by the WBA and No. 14 by the WBC, and will be ringside with Flores and Woods to provide expert analysis. 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 multiple camera angles, 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.

FIGHTNIGHT LIVE strap season continues on Saturday, July 29, in Raleigh, N.C., as Tar Heel State undefeated super flyweight Dewayne Beamon competes for the IBO Inter-Continental and UBF World Junior Bantamweight titles. More FIGHTNIGHT LIVE dates will be officially announced in the coming weeks.

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FRIDAY'S "FIGHTNIGHT LIVE" ON FACEBOOK ROSEMONT RUMBLE TO FEATURE FAN-FRIENDLY ULTRACAST 360° AND VIRTUAL REALITY FEEDS

CHICAGO (June 22, 2017) – Bringing fight fans closer to the action than ever before, Linacre Media and ULTRACAST will partner to stream Friday's FIGHTNIGHT LIVE Rosemont Rumble not only live in H.D. on Facebook, but in Facebook 360° and in ULTRACAST 360° Virtual Reality as well.

Supporters of the Sweet Science can take advantage of the multi-camera FIGHTNIGHT LIVE broadcast on Facebook as well as the fan-controlled Facebook 360° feature – both completely free wherever Facebook is available – and also check out all of the action in ULTRACAST 360° VR by downloading the ULTRACAST app and subscribing to the PPV feed for only \$2.00.

Available for IOS and Android, fans simply need to download the ULTRACAST app in the App store or by visiting www.ultracast.com/app.

“We are thrilled about partnering with Linacre and FIGHTNIGHT LIVE to provide fans the 360° Virtual Reality experience of the Rosemont Rumble”, said CEO of Ultracast, Dmitry Kozko.

“We’re excited to be able to capitalize on cutting-edge technology to give Friday night’s audience a ringside seat at the Rosemont Rumble,” said Mark Fratto, Principal of Linacre Media. “Our Facebook Live series continues to keep fight fans at the forefront, now with not just one – but three – free viewing experiences available.”

ULTRACAST is the premier app for live 360° and VR content, broadcasting – or better yet, ultracasting – unique, exclusive perspectives of events to millions of mobile phones, worldwide. ULTRACAST takes viewers ringside at fights, allows them to be part of the back-stage drama, celebrate the win on the podium or feel the front-row excitement of a concert; getting up-close and personal, and going “beyond live”. Get the latest updates with ULTRACAST by following ULTRACASTLIVE on Facebook and @Ultracastlive on Twitter and Instagram.

After a successful pilot that was viewed by more than 40,000 boxing fans live on Facebook, FIGHTNIGHT LIVE hits the Chicago area on Friday, June 23, from Rosemont, Ill., with hardware on the line in a rematch of a hotly-contested draw as Mike “Hollywood” Jimenez (20-1-1, 14 KOs) and “Son of the Legend” Aaron Pryor, Jr. (19-10-2, 12 KOs) square off in a ten-round main event for the WBC Continental Americas Super Middleweight Championship.

Longtime Chicago fan favorite and perennial contender Donovan “Da Bomb” George, (25-7-2, 22 KOs) will join his previously-announced #BOMBSQUAD teammate Jimenez in an eight-round light heavyweight co-feature. Undefeated in his hometown of Chicago,

George will be fighting locally for the first time in three years, facing off against area arch-nemesis Derrick "Superman" Findley (26-21-1, 17 KOs) of Gary, Indiana.

Legendary Chicago-based National Anthem singer Jim Cornelison will once again honor our country prior to the start of the main event – fans can catch that highly-anticipated performance along with all of the action in the ring live on Facebook or in VR via the ULTRACAST app.

"It's a tremendous honor to take our Facebook FIGHTNIGHT LIVE platform to the Windy City area. It's becoming a national platform already during its infancy – with East Coast and West Coast dates on the calendar and now this opportunity in the No. 3 media market in America – and we've been thrilled with the response from fight fans so far," said Fratto. "We're looking forward to working with the Village of Rosemont, as well as legendary promoters like Bobby Hitz and Frank Mugnolo on this card."

The numbers on the May 11 FIGHTNIGHT LIVE pilot from Mohegan Sun Resort showed promise and potential for the new platform. With only two days of promotion, the premiere broadcast amassed 43,000 total video views by 38,000 unique viewers. A total of 1.4 thousand hours of LIVE video was consumed by Facebook users during the first show alone. In addition to the raw numbers, the fully-interactive, fan-friendly production saw 9,021 live post engagements for the show, which included 5,000 "likes" or "loves," 2,989 comments and 628 shares.

On Friday night, June 23, live from The Dome at The Ballpark in Rosemont, fans can expect a high-impact, multi-camera streaming experience – now also available in 360° and ULTRACAST VR – 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 boxing fame. To provide spectators with a fully-interactive ringside

experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

Joining the broadcast team will be world-ranked light heavyweight, Mike Lee.

University of Notre Dame alum Lee (19-0, 10 KOs) is ranked No. 12 by the WBO, No. 12 by the IBF and No. 14 by the WBC, and was originally scheduled to be in the main event but now joins Flores for expert analysis. Television host Danielle Robay of WCIU-Chicago and Entertainment Tonight, NBC-4 Los Angeles and HLN-fame will bring fans exclusive pre-and post-fight interviews from ringside.

Created and produced by Linacre Media out of New York City, the FIGHTNIGHT LIVE series features multiple camera angles, 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.

A July 15 date in Phoenix, Ariz., with Roy Jones Jr. Boxing Promotions has already been released on the FIGHTNIGHT LIVE calendar. FIGHTNIGHT LIVE strap season continues on Saturday, July 29, in Raleigh, N.C., as Tar Heel State undefeated super flyweight Dwayne Beamon competes for the IB0 Inter-Continental and UBF World Junior Bantamweight titles. More FIGHTNIGHT LIVE dates will be officially announced in the coming weeks.

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UPDATE: “FIGHTNIGHT LIVE” ON FACEBOOK BREEZES INTO THE WINDY CITY FOR JUNE 23 SHOWDOWN

CHICAGO (June 19, 2017) – After a successful pilot that was viewed by more than 40,000 boxing fans live on Facebook, FIGHTNIGHT LIVE hits the Chicago area on Friday, June 23, from Rosemont, Ill., with hardware on the line in a rematch of a hotly-contested draw as Mike “Hollywood” Jimenez (20-1-1, 14 KOs) and “Son of the Legend” Aaron Pryor, Jr. (19-10-2, 12 KOs) square off in a ten-round main event for the WBC Continental Americas Super Middleweight Championship.

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Joining the broadcast team will be world-ranked light heavyweight, Mike Lee.

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TAR HEEL THROWDOWN: TITLES ON THE LINE AS “FIGHTNIGHT LIVE” ON FACEBOOK HEADS TO RALEIGH ON SATURDAY, JULY 29

RALEIGH, N.C. (June 6, 2017) – The momentum continues to build for FIGHTNIGHT LIVE on Facebook, as the series announces its second new date this week, and this time hardware will be on the line. Strap season arrives on Saturday, July 29, in Raleigh, N.C., as the Tar Heel State’s hardwood prowess gives way to hard-hitting action in the squared circle, at least for one hot Mid-Summer evening.

In the main event, undefeated super flyweight Dewayne Beamon (11-0, 8 KOs) will take on Jose “Torito” Rodriguez (32-5, 19 KOs) for the IBO Inter-Continental and UBF World Junior Bantamweight titles.

Beamon, of Goldsboro, N.C., has a perfect record of 11-0 with eight knockouts. The 31 year-old has a win over former world title challenger William Gonzalez (30-6) as well as winning the UBF All-America Bantamweight title with a ninth-round stoppage over Rudolph Hedge (10-2-3). Beamon won the IBO International Super Flyweight and UBF World Junior Bantamweight titles with a ninth-round stoppage over Christian Esquivel. In his last bout, Beamon stopped Jonathan Aguilar in two rounds to win the IBO Inter-Continental Super Flyweight title on May 20th in Raleigh.

“This is my shot! Throughout my career I’ve been challenged and I have conquered every opportunity placed before me,” said Dewayne Beamon. “Now I hope to achieve national recognition with a crowd-pleasing KO victory on Facebook FIGHTNIGHT LIVE. It’s body-puncher vs. body-puncher on July 29 in Raleigh, and

when the smoke clears this will be just another opportunity I conquered.”

Rodriguez, of Mazatlan, Mexico has a record of 32-5 with 19 knockouts, and is a former WBA Interim Flyweight world champion. The 27 year-old won that crown with a 12-round split decision over Nethra Sasiprapa (27-1) on November 19, 2011. He is a former WBC Youth Intercontinental Flyweight champion and UBF All America Junior Bantamweight champion. Rodriguez has dropped his two opportunities at a world title when he lost to Kazuto Ioka for the WBA Light Flyweight title, and in his last bout he was stopped in seven rounds by Jerwin Ancajas on January 29 in China.

The show is promoted by Cynation Sports, Free Agent Boxing and Stop Running Promotions.

On Saturday night, live from the Abundant Life Center in Raleigh, fans can expect a high-impact, multi-camera streaming experience complete with graphics, animations, replays, interviews and a professional announce team. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

The numbers on the May 11 FIGHTNIGHT LIVE pilot from Mohegan Sun Resort showed a great deal of promise and potential for the new platform. With only two days of promotion, the premiere broadcast amassed 43,000 total video views by 38,000 unique viewers. A total of 1.4 thousand hours of LIVE video was consumed by Facebook users during the first show alone. Reaching beyond the raw numbers, the fully-interactive, fan-friendly production saw 9,021 live post engagements for the show, which included 5,000 “likes” or “loves,” 2,989 comments and 628 shares.

“Our FIGHTNIGHT LIVE series takes to Tobacco Road in late July, yet another geographic area where we’ll be able to plant

the Facebook flag. Dewayne Beamon is a proud Carolinian excited to continue to put the Tar Heel State's boxing scene back on the map, and we're extremely pleased to do our part as well," said Mark Fratto, Principal of Linacre Media. "We're looking forward to all of the action in the heart of ACC Basketball Country."

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On June 23, the Facebook fight series heads to Rosemont, Ill., for a Windy City showdown with Hitz Boxing Promotions and Round 3 Productions. A July 15 date in Phoenix, Ariz., with Roy Jones Jr. Boxing Promotions has already been released on the FIGHTNIGHT LIVE calendar. More FIGHTNIGHT LIVE dates will be officially announced in the coming weeks.

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