

PRESENTED BY TRILLER FIGHT CLUB LEGENDS II – FIGHT WEEK MEDIA SCHEDULE

as of 090721 / 7pm ET – all times local

Venue

Hard Rock LIVE at Seminole Hard Rock Hotel and Casino 1 Seminole Way Hollywood, FL 33314

Host Hotel

Fort Lauderdale Marriott Harbor Beach Resort and Spa 3030 Holiday Drive Fort Lauderdale, FL 33316

Wednesday, September 8, 2021

Evander Holyfield / Vitor Belfort - Media Workouts - 1:00 p.m. ET

12:00 p.m. – Media Arrival 1:00 p.m. – Evander Holyfield 1:45 p.m. – Vitor Belfort The Heavyweight Factory 5440 FL-7 Fort Lauderdale, FL 33314 --Directly Across US-441 South from Seminole Hard Rock Hollywood Streamed on FITE.TV and TrillerFightClub.com

Thursday, September 9, 2021

<u>Media Roundtables – 11:00 a.m.</u> Evander Holyfield – 11:00 a.m. Vitor Belfort – 11:30 a.m. Caribbean Room #7 Fort Lauderdale Marriott Harbor Beach Resort and Spa

Final Press Conference – 1:00 p.m.

Media Arrival – 12:00 p.m. Caribbean Ballroom Fort Lauderdale Marriott Harbor Beach Resort and Spa Streamed on FITE.TV and TrillerFightClub.com

Friday, September 10, 2021

<u>Official Weigh In – 1:00 p.m. ET</u> Media Arrival – 12:00 p.m. ET Fort Lauderdale Marriott Harbor Beach Resort and Spa Caribbean Ballroom Streamed on FITE.TV and TrillerFightClub.com

Saturday, September 11, 2021

LEGENDS II – FIGHT NIGHT Hard Rock LIVE at the Seminole Hard Rock Hotel and Casino 6:00 p.m. – Doors Open 6:00 p.m. – FREEVIEW Starts 7:00 p.m. – PPV Starts TBD – Post Fight Press Conference

Media Credential Information will be distributed by MagnaMedia.com. Application linked below.

Headlining **LEGENDS II**, Former Cruiserweight and Heavyweight Undisputed World Champion, **EVANDER 'THE REAL DEAL' HOLYFIELD** will battle Former UFC Heavyweight World Champion **VITOR 'THE PHENOM' BELFORT** in an eight-round clash. Holyfield considered to be the best Pound-for-Pound Heavyweight Champion alive today, squares off against Former Heavyweight UFC Champion Belfort who still holds the record for most knockouts in UFC history.

Co-featured at **LEGENDS II**, UFC Legends, **ANDERSON 'THE SPIDER' SILVA** from Sao Paolo, Brazil and **'THE HUNTINGTON BEACH BAD BOY' TITO ORTIZ** will clash in an eight-round cruiserweight boxing match for combat sports supremacy.

Also, at **LEGENDS II**, Former Heavyweight and Cruiserweight World Champion **DAVID 'THE HAYEMAKER' HAYE** will face off against **JOE FOURNIER** in a scheduled eight-round heavyweight battle.

Additionally, in a highly anticipated super featherweight 10-rounder, **ANDY 'EI TIBURON' VENCES**, (23-2-1, 12 KOs), of San Jose, CA will challenge Ireland's **JONO 'KING KONG' CARROLL**, (19-2-1, 5 KOs).

Also, performing LIVE between fights will be Brazilian Pop-Superstar **ANITTA**, Cuban super-group **GENTE DE ZONA** and Latino superstar **LUNAY**.

"September 11 will be an extraordinary, once-in-a-lifetime event of world class professional boxing and outstanding music," said **NIGEL LYTHGOE** the visionary and producer of **LEGENDS II.**

Advance tickets starting at \$81 are NOW-ON-SALE and may be purchased at Ticketmaster.com or at this <u>LIVE</u> <u>Event Link!</u> Hard Rock LIVE at the Seminole Hard Rock Hotel and Casino is located at 1 Seminole Way in Hollywood, FL, 33314. Doors will open on the evening of the event at 6:00 p.m. ET.

The **FREEVIEW** window starts on Saturday, September 11 at 6:00 p.m. ET / 3:00 p.m. PT with the **Triller Fight Club Pay-Per-View** commencing at 7:00 p.m. ET 4:00 p.m. PT. The Pay-Per-View is priced at \$49.99 in North America and £9.99 (\$13.99) in the UK. Purchasers can use this <u>Direct Link</u> through FITE.TV.

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Triller Fight Club

Instagram: @Triller, @TrillerFightClub Twitter: @Triller, @TrillerFight Facebook: @TrillerFightClub Website www.Triller.co

Media Contacts for Triller Fight Club

EAG Sport Management: Denise White: <u>Denise.White@EAGSportManagement.com</u> Cecilia Macris: <u>CeciliaM@EAGSportManagement.com</u> Lindsey Waterhouse: <u>LindseyW@EAGSportManagement.com</u>

Double B Sports: Bernie Bahrmasel: <u>BernieBahrmasel@yahoo.com</u>

CLICK Here for Media Credential Application Form

How to Order: For worldwide live PPV streaming, go to <u>TRILLERFIGHTCLUB.com</u> or <u>FITE</u> or any FITE OTT/Smart TV/mobile apps, or order the event from your local cable/satellite and iNDEMAND partner throughout the USA and Canada.

iNDemand, the leading transactional video-on-demand and PPV programming provider in North America, will serve as the exclusive U.S. and Canadian cable, satellite, and telco PPV provider for the Holyfield vs. Belfort fight. Fans will be able to order the event on PPV through their existing cable, satellite, and telco PPV providers across the U.S., including **Xfinity, Spectrum, Contour, Fios, and Optimum, among others** and from leading operators in Canada.

LEGENDS II will be broadcast globally on FITE, iNDemand and through all leading Cable, Satellite and Telco Providers in the U.S. and Canada. The suggested PPV retail price is \$49.99.

HOW TO WATCH THE SEPTEMBER 11, 2021, TRILLER PPV EVENT

TV: Cable, satellite & telco PPV providers, including Xfinity, Spectrum, Contour, Fios, and Optimum (U.S.), among others, as well as leading operators in Canada.

Worldwide Streaming: <u>FITE.TV</u> and all FITE mobile, Smart TV, IPTV, game controller and OTT apps as well as the event microsite hub: TrillerFightClub

LEGENDS II is the second event Triller Fight Club has promoted at STAPLES Center, the first being Mike Tyson vs. Roy Jones Jr. on November 28, 2020. The fight was boxing's biggest pay-per-view event of the year garnering over 1.6 million buys.

FITE, the world's premier streaming PPV platform for sports and entertainment recently acquired by TrillerNet, will handle worldwide live pay-per-view streaming distribution online for the September 11 event, and via FITE mobile and Smart TV apps, game controllers and all major OTT devices as well as power TrillerFightClub.com.

About TrillerNet:

FITE and Triller Fight Club are owned by TrillerNet, a first-of-its-kind company consolidating technology and content platforms to lead the move to Internet 3.0. TrillerNet pairs the culture of music with sports, fashion, entertainment and influencers through a 360-degree view of content and technology. TrillerNet—which owns the globally popular Triller app used by musicians, celebrities, athletes, and overall culture setters—has more than 300 million users worldwide. The Triller app—unlike other popular short-video apps it is often compared to, encourages its users to post the content created on the app across other social media platforms and websites.

The app uses proprietary AI and Machine Learning technology which is uniquely tied to the content rather than the user. By tracking the content, Triller empowers its tastemakers and users to push their content virally to affiliated and non-affiliated sites and networks reaching hundreds of millions of additional users. Data and insights gleaned from the Triller network, its creators, artists and users (from the app and off network) are used to program longer-form content, connect users across the web with the content, and provide unprecedented opportunities for engagement and monetization. TrillerNet has developed highly successful campaigns that begin with the app and continue throughout the entire content and technology ecosystem with some of the biggest brands in the world, including Pepsi, McDonalds, Weedmaps, DraftKings, L'Oreal, and many others. TrillerNet offers brands a unique content and technology solution, including direct deals with the influencers and celebrities. This branded content journey starts with short-form video and can easily expand into valuable long-form content distributed through the Triller Network, such as live-event boxing and music PPVs, fashion shows, and episodic reality content on TrillerTV. Some of the more than 65 original half-hour TrillerTV shows include The D'Amelios Family's "Ask a DAM Question," Jennifer Lopez In The Morning, Jake Paul: Staying On Top, 2 Chainz Let's Do It, DJ Khaled's Spreading Love, Hype House's Thomas Petrou's Coffee Talks, Josh Richards' Josh Pong, Ur Lov'd: the Noah Beck Show, Fat Joe's Masterclass, The Perez Hilton Show, and Violet Benson's Too Tired To Be Crazy, among others. TrillerNet additionally owns Verzuz, the massive live-stream music platform launched by Swizz Beatz and Timbaland, and Triller Fight Club (www.TrillerFightClub.com), which launched last year with the highly successful Tyson-Jones Fight which shattered digital PPV records. Other holdings include leading AI-powered customer engagement platform Amplify.ai, and FITE, the premier live event and PPV, AVOD, SVOD streaming platform.

This marks the third time that FITE, iNDemand and Triller will have partnered to bring value-packed, world-class PPV events to boxing, music, and entertainment fans. iNDemand also served as the cable, satellite, and telco PPV distributor for Triller Fight Club's November 2020 Mike Tyson vs. Roy Jones Jr. event (which landed as the 8th best PPV event of all time), as well as the April 17, 2021 Jake Paul vs. Ben Askren event. FITE handled global digital sales for both events and powered the TysononTriller and TrillerFightClub sites.

Fans outside North America can check the FITE link at <u>https://www.fite.tv/watch/evander-holyfield-vs-vitor-belfort/2p9su/</u>

About Hard Rock Live:

Hard Rock Live at Seminole Hard Rock Hotel & Casino Hollywood is South Florida's premier entertainment venue. An investment of more than \$125 million, the 7,000-person capacity indoor venue features clamshell-style seating, offering guests an intimate experience. Designed by Scéno Plus, the 225,000 square-foot facility is equipped with state-of-the-art, in-house sound and lighting, large HD viewing screens and mobile-stage technology. With its advanced capabilities, Hard Rock Live can support some of the entertainment industry's biggest performers, as well as nationally and internationally televised awards shows, sporting events and more.

About FITE:

FITE is the premium global platform for live sports and entertainment offering many of the industry's marquee PPV events and SVOD packages with over 5MM registered users. FITE is available worldwide through its iOS, Android and Huawei mobile apps, as well as via Apple TV, Android TV, ROKU, and Amazon Fire TV OTT streaming apps. In addition, FITE supports Shaw Communications' Blue Curve IPTV, LG, Samsung, Vizio SmartCast™, Cox Contour and the Contour Streaming Player, Foxxum, Chromecast, PS4, XBOX, ZEASN, Comcast's Xfinity X1 and Xfinity Flex, Netrange, Vidaa/Hisense, VEWD, Netgem TV, Virgin Media, as well as over 7,000 models of Smart TVs. Available online at www.FITE.tv. FITE is owned by TrillerNet.

FITE: It's ON. Follow us on Twitter, Instagram, YouTube, LinkedIN, and Facebook.

About iNDemand:

iNDemand is an innovative partnership between three of the leading cable companies in the U.S.—Charter Communications, Comcast Cable, and Cox Communications. iNDemand is a company of trusted content aggregators and licensing experts, with unparalleled technical expertise and long-standing relationships with MVPDs, major sports leagues, Hollywood studios, and other entertainment and sports companies across North America. iNDemand delivers great content to more than 80 million homes and has distribution deals with more than 150 companies. For more information, go to indemand.com.