



FITE TV Fact Sheet

- Launched publicly on February 9, 2016, **FITE TV** is a product of Flipp Media Inc., a popular mobile app for sports and entertainment enthusiasts to easily discover and project digital content onto a TV using only a smartphone.
- **FITE** is a one-stop shop for viewing all sports within the fighting discipline globally including MMA, professional wrestling, boxing and traditional martial arts.
- **FITE** is based on Flipp Media's unique patented cloud-to-TV streaming technology which works with 350 million+ connected TVs and 7,000 manufacturer models. The technology requires no boxes, dongles, cables or TV apps.
- The free **FITE** app used for content discovery and TV remote control is available for download from the iTunes or Google Play store and works anywhere in the world that has WiFi connectivity.
- **FITE TV** offers free and pay-per-view programming including live events, shows, movies and documentaries.
- **FITE TV** signed Jim Ross as their celebrity spokesperson, executive advisor and investor. Ross is widely regarded as the "voice of WWE." He is a former American professional wrestling commentator, referee and WWE executive. Ross is also a member of the WWE Hall of Fame.
- Investors in **FITE TV** include: Tim Draper, Earlybird Venture Capital, Aslanoba Capital and LAUNCHub.

- Kosta Jordanov is the co-founder and CEO of **FITE** and is based in San Mateo, CA.
- Flipps Media and **FITE** has offices in San Mateo, New York City, and Sofia, Bulgaria.
- The **FITE TV** website is www.fite.tv