



For Immediate Release

Contact: Michael Weber, michael.weber@flipps.com, 727-424-9938

FITE TV TO STREAM CULCAY VS. ANDRADE WBA WORLD TITLE FIGHT LIVE ON PPV, THIS WEEKEND MARCH 11

CULCAY VS. ANDRADE FIRST OF MANY LIVE TEAM SAUERLAND PPV EVENTS ON FITE IN 2017

New York, NY (March 7th, 2017) – FITE TV, the online destination for live combat sports, will be streaming Culcay vs. Andrade - Judgement Night live on PPV at 1pm EST, Saturday March 11th, with replays available for those unable to watch live.

Boxing fans can watch the fight by downloading the FITE app, free to download from iTunes and Google Play, then cast the fight to the big screen by using the instant stream-to-TV function. The FITE app works with any Wi-Fi connected TV around the world, iOS and Android devices, as well as streaming devices such as Roku, Chromecast and more. Fans can also watch the fights live on the FITE web site at www.fite.tv from any computer.

Through a partnership with MP & Silva, FITE TV is the exclusive Digital PPV provider of Culcay vs. Andrade in North America, and is the first of many Team Sauerland Boxing events to air live on PPV on FITE TV in 2017. The partnership gives unprecedented access to premium boxing content to fight fans around the world and FITE TV is proud to carry events from one of the top boxing promotions in sports today.

Frank Uddo, President, North America, MP & Silva said: “We are glad to support the promotion of Team Sauerland PPV Events on FITE TV. Team Sauerland entrusted MP & Silva, a leading international media rights company, to increase the distribution and reach of its boxing brand worldwide and we believe that this partnership with FITE TV is a great solution to allow boxing fans in North America to access and watch the fights live on FITE TV digital platforms while directly engaging with their favorite boxers and other fans.”

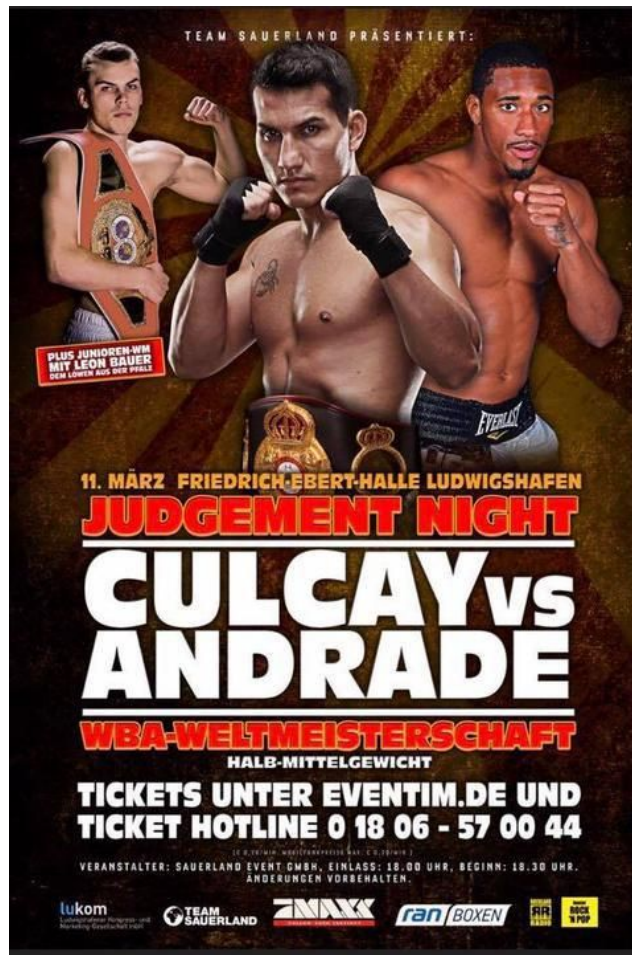
“We are thrilled at FITE TV to be working with MP & Sliva and bringing the Team Sauerland brand of premium boxing action to the fans in North America! 2017 is going to be a huge year for the fans of combat sports”, says Kosta Jordanov, FITE CEO.

Jack Culcay (22-1, 11 KOs) will look to defend his WBA World Super Welterweight title against the undefeated American and former WBO World Champion, Demetrius Andrade (23-0, 16 KOs) on March 11 from Friedrich-Ebert-Halle in Ludwigshafen, Germany.

As amateurs, both men competed at the 2008 Beijing Olympics and claimed gold medals at the Amateur World Championships. Andrade beat Culcay on his way to winning gold at the 2007 tournament in Chicago. Ahead of their WBA World Super Welterweight showdown, Culcay admits he is eager to avenge his amateur defeat and prove he is the top name in the division.

“Losing to Andrade in the 2007 amateur championships is something that has stayed with me to this day,” says Culcay. “I’m so happy that I will finally get the chance to get my revenge against Andrade and show I am the better fighter.”

Promoter Kalle Sauerland of Team Sauerland is predicting an ‘explosive encounter’ between the warring super welterweights and expects their amateur rivalry to add to the occasion, “This will be the first World title fight on German soil in 2017, and what better way to start the year,” said Sauerland. “We have two of the top names in the division going head-to-head in what promises to be an explosive encounter. Their amateur rivalry will be sure to add to the intrigue. Jack is out for revenge. He may have lost out to Andrade in Chicago, but now the American must travel to Jack’s homeland to try to take the title from him.”



FITE TV | Team Sauerland Boxing - [Culcay vs Andrade PPV](#)

About FITE TV: FITE TV (www.fite.tv) is a Combat Sports Network that brings premium live and on-demand combat sports events and programming to MMA, pro wrestling and boxing fans around the world. Combat sports fans can watch on any device including iOS and Android devices, connected TVs, streaming devices such as Roku, Chromecast, Apple TV and directly on the FITE TV web site. In a short time, FITE has become THE online destination for combat sports fans to stay connected to their favorite sports by providing new live free and pay-per-view programming on a weekly basis. In December '16 FITE CEO Kosta Jordanov announced new additions to the FITE executive team including industry veterans from the Pro Wrestling

(Michael Weber), MMA (Keith Evans) and Boxing (Roy Langbord) worlds. FITE was launched on February 9th, 2016 as a product of Flipps Media Inc, a digital entertainment company which allows users to cast to connected TVs with its patented tap-to-stream functionality. Flipps Media Inc. is funded by EarlyBird Venture Capital, Tim Draper and LAUNCHub.

About MP & Silva: MP & Silva owns, manages and distributes television and media rights to some of the most prestigious sports events around the world, with a portfolio that provides over 10,000 hours of programming annually to over 200 broadcasters in 215 countries. MP & Silva also provides complimentary sponsorship, digital and technology services. Headquartered in London and Singapore, it operates worldwide through regional offices in Beijing, Budapest, Dubai, Dublin, Hanoi, Kuala Lumpur, Luxembourg, Miami, Monaco, Munich, New York, Paris, Taipei, Tokyo and Warsaw. In May 2016, MP & Silva created a strategic partnership with Everbright, a leading financial services company in China and Baofeng, an internet entertainment and technology company, specializing in Virtual Reality and digital entertainment, through an investment from Shanghai Jin Xin investment fund ("Shanghai Jin Xin"). For more information visit www.mpsilva.com

###