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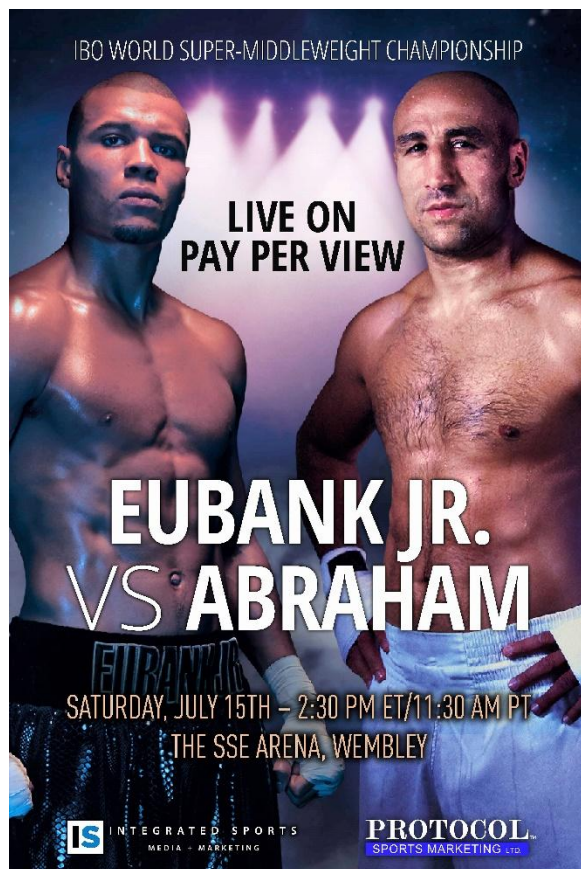
CHRIS EUBANK, JR. vs. ARTHUR ABRAHAM

IBO Super Middleweight World Championship

Saturday, July 15, 2017 * The SES Arena, Wembley * London

LIVE ON PPV IN UNITED STATES
2:30 pm ET / 11:30 am PT

Chris Eubank, Jr. vs. “King” Arthur Abraham IBO Super Middleweight World Championship To air July 15 live on PPV in United States



TENAFLY, N.J. (June 29, 2017) – One of boxing’s most polarizing and exciting young fighters faces a dangerous three-time, two-division world champion, as **Chris Eubank Jr.** defends his International Boxing Organization (IBO) Super Middleweight Championship against “**King**” **Arthur Abraham** on Saturday, July 15, available to watch on Pay Per View in the United States, starting at 2:30 pm ET / 11:30 am PT, live from SES Arena, Wembley in London, England.

“Eubank Jr. vs. Abraham”, promoted by Poxon Sports in association with Team Sauerland, is presented in the United States by Integrated Sports Media and Protocol Sports Marketing, Ltd.

Integrated Sports Media will distribute “Eubank Jr. vs. Abraham” live in the United States on cable and satellite PPV via iN Demand, Vubiquity, and DISH for a suggested retail price of only \$24.95. In Canada, the event will be available on television to fight fans that subscribe to premium pay television network Super Channel.

Outside of North America, “Eubank Jr. vs. Abraham” is being distributed to broadcasters

worldwide by leading boxing television rights distribution firm, Protocol Sports Marketing Ltd.

Only 27 years old, the British-born Eubank Jr. (24-1, 19 KOs) enters the contest with less experience than Abraham but with power, a mean streak, and meaningful boxing pedigree. Eubank Jr. has won 16 of his last 17 fights by stoppage.

His father, **Chris Eubank Sr.** (45-5-2, 23 KOs), is a former World Boxing Organization (WBO) super middleweight and middleweight world champion. Eubank Sr. co-trains and manages his son, in addition to being an idiosyncratic presence in and around his son's fights, and the British fight scene.

A former Interim World Boxing Association (WBA) Middleweight World Champion, Eubank Jr. captured the IBO title this past February, stopping **Renold Quinlan** (11-1, 7 KOs) in the 10th round. His July 15th fight versus Abraham will mark the confident young champion's first IBO title defense.

"Abraham is a strong, come forward fighter," Eubank Jr. said, "but he's one-dimensional. He's very good in that one dimension, but a one-dimensional fighter cannot beat me. I see a lot of holes in his game and I'm going to exploit those holes ruthlessly."

The IBO No. 1 rated Abraham (46-5, 30 KOs) fights out of Berlin, Germany. "King" Arthur is a two-time WBO super middleweight world champion, as well as a former International Boxing Federation (IBF) middleweight world champion. The powerful Armenian has a sensational 18-4 (9 KOs) record in world championships, 7-4 (4 KOs) against former or current world champions. Noted victims during his 17-year professional career reads like a Who's Who of Boxing in the 160- and 168-pound divisions, including world champions **Raul Marquez**, **Hector Javier Velazco**, **Jermain Taylor**, **Robert Stieglitz** thrice, and **Giovanni De Carolis**. Abraham has also defeated world-class opponents such as **Martin Murray**, **Paul Smith** twice, **Lajuan Simon**, **Edison Miranda** twice, **Khoren Gevor**, **Sebastian Demers**, **Kofi Jantuah**, **Kingsley Ikeke**, **Robin Krasniqi** and **Howard Eastman**.

Four of Abraham's five career losses have been to world champions **Carl Froch**, **Andre Ward**, **Stieglitz** and **Gilberto Ramirez**. Stieglitz is the only opponent to stop Abraham, who has won 10 of his last 11 fights, the most recent a 12-round unanimous decision win over Krasniqi (46-4, 17 KOs) this past April in Germany.

"I will make sure that I'm in top shape and ready to secure a great victory," Abraham remarked. "I know Chris Eubank, Jr. is a good fighter, like his dad. I'm expecting a tough fight, but I am confident I will beat him."

Also airing live is the 12-round International Boxing Federation (IBF) Featherweight World Championship match as popular Welshman "**Lightning**" **Lee Selby** (24-1, 9 KOs) makes his third defense of the title he captured May 30, 2015, when he won an eighth-round technical decision over previously unbeaten **Evgeny Gradovich** (19-0-1, 9 KOs).

Selby will be challenged by former WBA Featherweight World Champion **Jonathan Victor "Yoni" Barros** (41-4-1, 22 KOs), of Argentina, who is the IBF No. 1 contender.

Additional PPV fights will soon be announced.

INFORMATION:

www.integratesportsnet.com, www.protocolsports.com, www.superchannel.ca

Twitter: @IntegratedPPV, @SuperChannel

ABOUT INTEGRATED SPORTS MEDIA: North America's leading distributor of International Pay-Per-View and Closed-Circuit sports events has presented World Championship and world-class boxing matches featuring Ricky Hatton, Christian Mijares, Evander Holyfield, Roy Jones, Jr., Ivan Calderon, Rocky Martinez, Nicolai Valuev, Amir Kahn, Marco Antonio Barrera, Arthur Abraham, David Haye, John Ruiz, and Ruslan Chagaev. In addition, Integrated Sports Media distributed numerous International soccer matches showcasing teams like Club America of Mexico and the National Teams of Argentina, Honduras, El Salvador and the USA, as well as World Championship and world-class mixed martial arts shows featuring Fedor Emelianenko, Tim Sylvia, Bobby Lashley, Bob Sapp, Jeff Monson, and Roy Nelson. For more information on upcoming Integrated Sports events visit www.integratesportsnet.com.

ABOUT PROTOCOL SPORTS MARKETING LTD.: Protocol Sports Marketing is the world's leading distributor of live-via-satellite and tape delayed boxing events. Since marketing its first live broadcast in 2009, the company has developed a strong, transparent and integrity-driven bond with rights holders, promoters and other Boxing stakeholders. Fuelling Protocol's success has been its singular passion to re-establish Boxing to past heights, and its efforts have successfully increased both the number of international broadcasters who license Boxing and the amount of Boxing telecasts that they license. The hundreds of live and taped telecasts that Protocol Sports has historically distributed to broadcasters contain a vast majority of the fan-friendly fighters of the past decade, and the company prides itself on identifying and presenting emerging Boxing stars, early in their careers, to TV channels around the world, being first to introduce many international broadcasters to present-day Boxing stars including Gennady Golovkin, Andre Ward, Carl Frampton, Anthony Joshua, Tyson Fury, Adonis Stevenson and many more. For more information on events distributed by Protocol Sports Marketing, visit www.protocolsports.com.

ABOUT SUPER CHANNEL: Super Channel is a national premium pay television network, consisting of four HD channels, four SD channels, and Super Channel On Demand.

Super Channel's mission is to entertain and engage Canadian audiences by providing a unique and exclusive entertainment experience. With a core foundation of integrity and accountability, we dedicate ourselves to implementing innovative programming strategies and unparalleled team work that provides viewers with exceptional value and variety.

Super Channel is owned by Allarco Entertainment 2008 Inc., an Edmonton-based media company.

Super Channel is currently available on Bell TV, Shaw Direct, Rogers Anyplace TV, Shaw Cable, Cogeco Cable, Access Communications, Bell Aliant TV, Source Cable, SaskTel, MTS, Novus, EastLink, TELUS, Videotron, Westman Communications and other regional providers.

www.superchannel.ca

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