



Boxing Ring Kings Floyd Mayweather and Miguel Cotto Face Off on the Big Screen

NCM Fathom Events, Mayweather Promotions, Golden Boy Promotions, Miguel Cotto Promotions and O'Reilly Auto Parts Bring Two Electrifying Bouts from Las Vegas to Movie Theaters Nationwide in High-Definition on May 5

Centennial, Colo. - April 10, 2012 - This Cinco de Mayo, boxing superstar and seven-time World Champion **Floyd "Money" Mayweather** will take on current WBA Super Welterweight World Champion **Miguel Cotto** in the big screen event, [Ring Kings: Mayweather vs. Cotto Fight Live](#) on Saturday, May 5 at 9:00 p.m. ET/6:00 p.m. PT. Broadcast in high definition to nearly 440 movie theaters nationwide from the MGM Grand Garden Arena in Las Vegas, the highly anticipated match-up will give fans a ringside seat as Mayweather steps up in weight to challenge Cotto for the super welterweight championship. Also featured on this blockbuster card, will be young superstar **Canelo Alvarez** facing six-time World Champion **Sugar Shane Mosley**.

Tickets for **Ring Kings: Mayweather vs. Cotto Fight Live** are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and

prices, visit the NCM Fathom website (*theaters and participants are subject to change*).

Presented by NCM Fathom Events, Mayweather Promotions, Golden Boy Promotions, Miguel Cotto Promotions and O'Reilly Auto Parts, **Rings Kings: Mayweather vs. Cotto Fight Live** is the latest boxing event to be broadcast live in select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#). Fathom Events, Mayweather Promotions and Golden Boy Promotions first teamed up in September of 2009 to bring the highly successful presentation of Mayweather vs. Juan Manuel "Dinamita" Marquez fight to theaters. Fathom Events, Mayweather Promotions and Golden Boy also presented live boxing on the big screen in 2010 and 2011 including **Star Power: Mayweather vs. Ortiz** last Mexican Independence Day weekend.

"I love the fact that people can see my fights in movie theaters across the country," said Mayweather. "Everyone knows when I fight it is nothing but lights, camera, action. Seeing it on the big screen is going to give fans a great experience. I say buy some popcorn, candy and a soda and enjoy the show because they are definitely going to get their money's worth."

Mayweather (42-0, 26 KO's) is recognized worldwide as one of the best fighters of this generation and is always a major attraction when he steps in to the ring. In his last ring appearance, Mayweather took on the younger Victor Ortiz and showcased his boxing skills, taking Ortiz to school in the first three rounds before knocking him out in the fourth. Throughout his extraordinary career, Mayweather has faced boxing's best including Diego Corrales, Jose Luis Castillo, Arturo Gatti, Zab Judah, Oscar de la Hoya, Ricky Hatton, Juan Manuel Marquez and Sugar Shane Mosley, yet remains an undefeated, seven-time world champion in five weight classes.

"This is the first time one of my fights will be shown in movie theaters in the United States. We have done it in Puerto Rico in the past, with great success," said Cotto. "This gives my fans across the country a new way to watch me in the ring. It is exciting. Now there is no way to miss this great fight."

Cotto (37-2, 30 KO's) is Puerto Rico's most exciting fighter, one of its greatest of all time and defined by his warrior spirit. He has held a world title every year since 2004 and has won 16 of the 18 world championships bouts in which he has fought. Capturing the WBA Super Welterweight title in June of 2010, Cotto took on then undefeated defending champion Yuri Foreman at Yankee Stadium, handing him his first defeat. He is coming off of the second defense of his title, which he defended with a spectacular tenth-round knockout of Antonio

Margarito. With this knockout, he also avenged his July 2008 loss to Margarito.

"This fight card is going to be so electrifying with the action from both Mayweather vs. Cotto and Alvarez vs. Mosley that anyone watching it on the big screen in movie theaters across the country will have a fantastic experience on Cinco de Mayo weekend," said Richard Schaefer, CEO Golden Boy Promotions. "We are pleased to have NCM Fathom as partners in this event and thank them for bringing championship boxing to the big screen for an unparalleled level of entertainment."

With his ferocious and fan-friendly style in the ring, at just 21 years of age **Alvarez** (39-0-1, 29 KO's) is Mexico's latest boxing superhero. After turning pro at just 15 years old, Alvarez tore through the local competition in Mexico and to date has only one blemish on his record - a four round draw with Jorge Juarez (which took place in 2006). Since then no one has come close to beating him. Alvarez took home his first world championship in 2011 and defended it with knockouts of Ryan Rhodes, Alfonzo Gomez and Kermit Cintron respectively later in the year. On May 5, he faces his most significant opponent to date in Sugar Shane Mosley.

Having defined the word "fighter" for nearly two decades, **Mosley** is one of the most revered boxers of this era. A stellar amateur that just missed out on the 1992 Olympics, Mosley has gone on to strike gold as a professional. With his stunning defeat of Oscar de la Hoya in 2000, Mosley jumped to the top of the list of the best pound for pound fighters in the world. He held that position until losing his belt to Vernon Forrest in 2002 but has since climbed back to the top by being a regular in boxing's biggest super fights from 2005-2011. With this fight against Alvarez, Mosley looks to win his seventh world title at 40 years old.

"Over the past few years, boxing fans have filled movie theaters across the country to see Mayweather take on the best fighters in the world," said Shelly Maxwell, executive vice president of NCM Fathom Events. "This bout promises to be as exciting as the first time Mayweather appeared on the big screen in 2009 as he now moves up in weight to challenge Cotto for the super welterweight championship."

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About National CineMedia (NCM)

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom](#) present cinema advertising and events across the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional

theater circuits. NCM's theater advertising network covers 177 Designated Market Areas® (49 of the top 50) and includes over 18,600 screens (approximately 17,700 digital). During 2011, nearly 671 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 700 locations in 167 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.FathomEvents.com.

About Golden Boy Promotions

Los Angeles-based Golden Boy Promotions was established in 2002 by Oscar de la Hoya, the first Hispanic to own a national boxing promotional company. In 2007, in its fifth year of promoting, Golden Boy Promotions set a record by selling over 2.5 million in pay-per-view homes in a single night. Also in 2007, Golden Boy Promotions established the record for highest grossing pay-per-view homes in a single year with more than 4 million total. Golden Boy Promotions is one of boxing's most active and respected promoters, presenting shows in packed venues around the United States on networks such as HBO, SHOWTIME, TeleFutura, Fox Sports Net and ESPN.

About "Ring Kings: Mayweather vs. Cotto"

"Ring Kings: Mayweather vs. Cotto," a 12-round fight for Cotto's WBA Super Welterweight World Championship is promoted by Mayweather Promotions, Golden Boy Promotions and Miguel Cotto Promotions. Also featured will be **Canelo Alvarez vs. Sugar Shane Mosley**, a 12-round fight for Alvarez's WBC Super Welterweight World Championship which is presented in association with Canelo Promotions and Sugar Shane Mosley Promotions. The mega event is sponsored by Corona, Hatfields & McCoy's on HISTORY™, DeWalt Tools, AT&T, O'Reilly Auto Parts and Puebla-Cinco De Mayo and will take place Saturday, May 5 at the MGM Grand Garden Arena in Las Vegas and will be produced and distributed live by HBO Pay-Per-View® beginning at 9:00 p.m. ET/6:00 p.m. PT.