



## **Go Daddy Steps Into the Ring as Presenting Sponsor for NBC Sports Network Fight Night**

Go Daddy will make its ring debut on Sat, Jan 21 as the presenting sponsor of NBC Sports Network Fight Night, its new boxing series featuring premier boxing talent, it was announced today.



Go Daddy, the world's largest provider of Web hosting[1], domain name registrations and net new SSL Certificates, cites the strong loyalty of boxing fans as one of its reasons for entering the squared circle.

Jon Miller, President, programming, NBC Sports and NBC Sports Network, said: "Go Daddy has been a great partner of ours and we're excited to team up with them to launch the Fight Night Series."

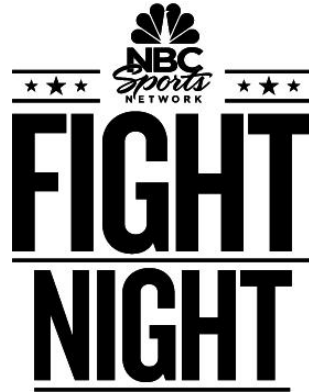
Live from the Asylum Arena in Philadelphia, PA., the first Fight Night card will feature a classic match-up of boxer vs. puncher, with two talented, undefeated Philadelphia heavyweights, Bryant Jennings and Maurice Byarm. Philly welterweight Gabriel Rosado takes on tough Mexican Jesus Soto-Karass in the co-feature.

The Fight Night cards are being scheduled in cities that are served by a Comcast Sports Group regional network. The regional networks will help promote the events and have the ability to re-air fights.

"Our goal is to build an NBC Sports boxing brand where consumers know our fights are always going to be competitive and that they can expect exciting 'crossroads' fights where the fights are very evenly matched to the point where it's tough to

predict a winner in advance," Miller said.

[1] Largest worldwide mass-market hosting provider by annual revenue. Source Tier1 Research, Mass-Market Hosting Report-Winter 2011.



THE  NBC SPORTS GROUP

To learn more about how to get online easily and affordably, visit [www.GoDaddy.com](http://www.GoDaddy.com).

**Promoted by Main Events, Peltz Boxing Promotions and Greg Cohen Promotions. The non-televised undercard fights will begin at 7 p.m., the NBC Sports Network Fight Night broadcast will begin at 9 p.m. ET on Jan 21st. Tickets are priced at \$45 and \$65 can be purchased by calling Peltz Boxing, (215) 765-0922, or online at [www.peltzboxing.com](http://www.peltzboxing.com)**

To find the location of the NBC Sports Network on your local cable, satellite or IPTV provider, click here: <http://nbcsports.msnbc.com/id/30092015/ns/sports/>