



Super Saturday

**Live Action from N. Ireland & North America
April 14, 2012 • 5:00 PM/ET 2:00 PM/PT**

**FIGHT NOW TV Delivers Exciting Boxing
Action this Weekend from both sides of the Atlantic on
'Super Saturday'**

***Fury vs. Rogan plus O'Donnell & Eubank Jr. from N. Ireland
Gesta-Cuero & Alvarado-Herrera from N. America***

HOBOKEN, NJ (April 10, 2012) - **FIGHT NOW TV**™ - America's only 24-hour combat sports and entertainment channel - will deliver exciting boxing from both sides of the Atlantic Ocean this Saturday (Apr. 14) starting at 5 PM/ET.

"FIGHT NOW TV continues to strive to deliver compelling boxing for viewers all across America on our 24/7 channel," commented FIGHT NOW TV co-founder & manager **Mike Garrow**. "This Saturday, of course, is no exception. We'll be taking our viewers around the world, thanks in part to HBO PPV and Hennessy Sports, to watch world-class boxing from Belfast, Ireland and North America. With major events happening each and every week from around the world, FIGHT NOW TV is a unique, innovative channel offering an opportunity for fight fans in America to keep up with all the action, no matter where fights are taking place. 'Super Saturday' is another example of why FIGHT NOW TV is a must for boxing, as well as MMA, fans in the United States."

"Super Saturday" kicks-off from Odyssey Arena in Belfast, Northern Ireland as undefeated sensation **Tyson Fury** battles **Martin Rogan** for the Irish Heavyweight Championship, headlining the "Unfinished Business" card, presented by Hennessy Sports.

The 6' 9", 260-plus pound Fury (17-0, 12 KOs), rated No. 8 by the World Boxing Council ("WBC") and No. 14 by the World Boxing Organization ("WBO"), is one of the top heavyweight prospects in the world. A native of Manchester who lives in Cheshire, England, Tyson, as an amateur boxer, represented both England and Ireland because his father is from Galway and grandmother (on his mother's side) hails from Belfast. Named by his father after **Mike Tyson**, the 23-year-old Fury comes from an Irish Traveller family with a long history in boxing, going back to bare-knuckles days that Tyson proudly carries on. He is considered by many as the heir apparent to **Wladimir** and/or **Vitaly Klitschko** as a future world champion.

"It hurt me deeply not being able to fight for Ireland at the Olympics (200*) and to win this Irish title will be just fantastic," Fury said. "I don't care about Wladimir or Vitali Klitschko. Those guys can wait because winning the Irish Heavyweight Championship in Belfast means everything to me."

A typical Irish brawler from Belfast, Rogan (14-2, & KOs) is a former Gaelic football player who won the "Prizefighter Heavyweight Tournament."

Also fighting in separate bouts on Saturday's "Unfinished Business" card are two fighters at opposite ends of their boxing careers, veteran Irish welterweight **John O'Donnell** (24-2, 11 KOs) and 22-year-old middleweight prospect **Chris Eubank, Jr.** (2-0, 1 KO), the son of two-division world

champion **Chris "Simply The Best" Eubank**.

The action then shifts at 7 PM/ET to North America for the live broadcast of several fights from a split HBO pay-per-view broadcast - "Too Big for One Country" -- featuring, from Las Vegas, popular **Brandon "Bam Bam" Rios** (29-0-1, 22 KOs) vs. **Richard Abril** (17-2-1, 8 KOs) for the World Boxing Association ("WBA") lightweight title; and for the Interim WBO light welterweight crown, from Mexico City, future Hall of Famer **Juan Manuel Marquez** (53-6-1, 39 KOs) vs. **Sergey Fedchenko** (30-1, 13 KOs).

Expected to be showcased on Top Rank's undercard segment from "Too Big for One Country" of FIGHT NOW TV's "Super Saturday" is a 10-round lightweight match between Undefeated Filipino southpaw **Mercito Gesta** (24-0, 12 KOs) and dangerous Colombian boxer **Oscar Cuero** (15-7-1, 12 KOs). Gesta is rated as high as No. 7 by the WBA, as well as No. 8 by the WBO and No. 15 by the International Boxing Federation ("IBF"). Unbeaten IBF Latino Light Welterweight Champion **Mike Alvarado** (32-0, 23 KOs) takes on dangerous **Mauricio Herrera** (18-1, 7 KOs) in another intriguing match-up on FIGHT NOW TV.

All fights and fighters are subject to change.

About FIGHT NOW TV: With offices in New Jersey, Las Vegas and Toronto, FIGHT NOW TV is a cross-platform media company that creates and distributes content through its television, video on demand, and online outlets.

Founded by Channel Zero, Inc. and media entrepreneur Mike Garrow, FIGHT NOW TV is the only 24-hour-a-day, seven-days-a-week combat sports channel in the nation. The network's mandate is to bring the best battles, fiercest fights and stunning knockouts to America. FIGHT NOW TV caters to fight fans of every genre, giving them a front row seat to compelling coverage of MMA, boxing, wrestling/grappling, Muay Thai, kickboxing and other combat sports. FIGHT NOW TV is the place for the best analysis, live and current events, documentaries and news coverage of the biggest PPV events and match-ups from around the globe.

FIGHT NOW TV has also enlisted one of the fight game's biggest names to join its camp, 5-time UFC champion and MMA legend Randy Couture, who serves as both spokesperson and analyst for the channel.

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