



For Immediate Release

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FITE CEO KOSTA JORDANOV ANNOUNCES APPOINTMENTS OF FIGHTING SPORTS INDUSTRY VETERANS TO IT'S EXECUTIVE STAFF

New York, NY (December 14, 2016) – Today FITE TV CEO, Kosta Jordanov announced the addition of two key industry veterans to the FITE TV executive team and the promotion of a third executive. Effective immediately Keith Evans will assume the newly created position of Senior Vice President of Events, Roy Langbord will join the team as an Executive Advisor for Boxing and Michael Weber has been promoted to Chief Operating Officer.

Keith Evans brings over 17 years of MMA and live television broadcast experience to FITE. Prior to joining FITE Evans was the SVP of Business Operations for GoFightLive (GFL.tv), Chief Operations Officer for World Series of Fighting (WSOF), CEO for Truesport Alliance & Entertainment, LTD. (dba Tapout Training Centers and Equipment); VP Operations for International Fight League (IFL) and MIS Director at Ultimate Fighting Championship / Fertitta Enterprises (UFC). As the SVP of Events, Evans will be responsible for all aspects of working with programmers to launch both their live and video on demand programming on the FITE app. Evans is a graduate of Utah State University with degrees in Computer Science and Finance.

Roy Langbord is a boxing and television sports industry veteran with over 25 years of experience. Langbord, previous to working for FITE, was responsible for all business aspects of sports and events at Showtime Networks, (including Tyson v. Holyfield I and II) and has been a legal and consulting advisor for Don King Productions, DiBella Entertainment, Frank Warren (Box Nation), Dan Goosen, Cedric Kushner, Star Boxing, Warriors Boxing, and WWE. Langbord, a member of the New York Bar, is a graduate of Columbia University and New York University Law School. As the Executive advisor to FITE, Langbord will work with FITE CEO Kosta Jordanov in all facets of the boxing industry televised events.

Michael Weber, has been with FITE TV for over a year as it's SVP of Marketing and has over 30 years of television sports industry primarily working with live wrestling, boxing and motorsports programming. Prior to coming to FITE, Weber was the VP of Marketing for TNA Wrestling, EVP of Television/Licensing for Clear Channel Motor Sports (now Feld Motor Sports), Director of Marketing for World Championship Wrestling (Turner Broadcasting) and the Director of Public Relations at the World Wrestling Federation (now WWE). Weber is an Ohio University graduate

with a Masters in Sports Administration and an undergraduate degree in Education. Weber, in his new position as COO, will be responsible for all day to day activities of the FITE app, the marketing strategy and development of strategic alliances within the industry with programmers and promoters.

“FITE TV is the destination place for the fighting sports fan. With Keith, Roy and Mike on board we now have a wealth of experience from each of the big three ring sports categories – MMA, Boxing and Pro Wrestling. I couldn’t ask for a better team to lead us into the new year,” said Kosta Jordanov, Chief Executive Officer for FITE. “2017 promises to be year of major growth for FITE TV.”

The FITE app is a free download from iTunes and Google Play and features Boxing, Wrestling and MMA program that is easily available for viewing on WiFi connected televisions anywhere in the world. For more information go to www.FITE.tv.

About FITE TV:

FITE TV is a product of Flipps Media and is a free mobile app that is a one-stop shop for viewing all sports within the fighting discipline globally including MMA, professional wrestling, boxing, and traditional martial arts. With only access to a smartphone and a connected TV, with the FITE app, viewers can watch live events, on-demand programming, interviews and fighting sports related movies and documentaries on the big TV screen. More information can be found at www.fite.tv.

About Flipps Media:

Flipps delivers on-demand entertainment to any nearby connected TV from your mobile device without any additional hardware. The company has offices in New York and Sofia, Bulgaria and is backed by Tim Draper, Earlybird Venture Capital, and LAUNCHub. Flipps’ patented technology immediately works with over 350+ million connected TVs and is compatible with over 7,000 manufacturer models requiring no set up, no pairing devices, no cables, no dongles and no set top box.