

For Immediate Release:

DIRTY BOXING

C H A M P I O N S H I P

MIKE “PLATINUM” PERRY: “WE’RE STARTING A NEW COMBAT SPORTS ORGANIZATION AND IT’S CALLED DIRTY BOXING CHAMPIONSHIP™”

On Eve of Fight with Jake Paul, Perry Unveils New Business Venture with First Round Management, Kanpai Media, and SKOVAX Entertainment to Launch New Combat Sports Organization: Dirty Boxing Championship™

Miami, FL – 8:30 p.m. EDT / July 19, 2024 – Mike “Platinum” Perry, former UFC® fighter and the man taking on Jake Paul in less than 24 hours, today held a press conference to kickstart Dirty Boxing Championship™, a new super-fast and close-action combat sport that packs world class MMA, vintage boxing and grassroots Muay Thai into a pair of five-ounce gloves and an 18-foot certifiably “DIRTY” competition ring.

“We foresee Dirty Boxing as a visually-captivating and explosive contest of will between combatants,” said Perry. “Opponents will box the sweet science gloved like an MMA fighter with the freedom to throw elbows like a Thai fighter. Plus, if the action hits the ground, fighters can keep striking to finish the fight. I am so proud to be standing here with my partners, because today is Dirty Boxing Championship Day and this is the moment dirty boxing became legit.”

Dirty Boxing Championship is a partnership teemed with veteran combat sport executives including Abe and Malki Kawa, partners in First Round Management talent agency, Josh McLean, the visionary behind Kanpai Media, and Adam S. Kovacs, co-founder of Karate Combat.

Kovacs will serve as Dirty Boxing Championship president and will be responsible for organizational day-to-day operations.

Kovacs is the former president and co-founder of Karate Combat. He brings 30 years of experience in combat sports and business to his leadership role with Dirty Boxing

Championship. A fifth dan black belt in karate, he is a World Games winner and multiple World Karate Champion. Kovacs also is a black belt in Brazilian Jiu-Jitsu. He graduated with a bachelor's degree in Marketing and Business Studies from University of Hertfordshire in 2004.

"I am excited to once again build a fighters and fans first combat sports organization from scratch, and in partnership with one of the greatest fighters in the world," said Kovacs. "Mike is boxing Jake Paul tomorrow night, so my partners and I will resume talks with athletic commissions regarding potential dates and venues. DirtyBoxingChampionship.com is already live where official news will be loaded as it's made."

Founded in 2008, Miami-based First Round Management (FRM) is a top sports and entertainment talent agency that represents elite athletes including Jon Jones, Mike Perry, Ilia Topuria and Derrick Lewis. The Kawas have brokered sponsorship deals with major brands including Monster Energy, Young LA and Bud Light. FRM brings unparalleled expertise to Dirty Boxing Championship as well as a deep and revolving roster of top-tier athletes.

"I'm honored to be a part of Dirty Boxing Championship, an unprecedented fight promotion we are designing specifically for athletes to make more money, stay active and improve their lives and the lives of their families," said Abe Kawa. "We believe fight fans are ready for something dirty, and will love the action of Dirty Boxing Championship."

Kanpai Media and Josh McLean is known for the popular Overdogs podcast and his vibrant Kanpai Pandas NFT community. He brings 20 years of entrepreneurial expertise to Dirty Boxing Championship, which is his most ambitious venture yet. His experience in scaling businesses from the growth phase to profitability is paramount to the company's long-term vision and strategic plan

"From a fan's perspective, I want to create something that keeps people engaged from start to finish of the fight," said McLean. "In a world of 60-second attention spans, Dirty Boxing Championship will captivate even the most casual fans with its nonstop action."

For sponsorship inquiries, please contact: info@dirtyboxingchampionship.com.

About Dirty Boxing Championship [www.DirtyBoxingChampionship.com]

Dirty Boxing Championship is the emergence of a unique sport that puts a fresh spin on the ancient art of boxing and modern MMA. The mission is to revolutionize combat sports with integration a distinctive ruleset that combines the sweet science of boxing with the dynamic elements of ground and pound. Using five ounce gloves

and an innovative approach, Dirty Boxing Championship aims to deliver an intense fast-paced viewing experience for fans watching live or via a streaming device.

###

Press Contact:

Jen Wenk, APR

208.421.2919 cell/text

info@dirtyboxingchampionship.com