

★ ★ WORLD BAREKNUCKLE BOXING ASSOCIATION ★ ★

The World Bareknuckle Boxing Association (WBBA) was formed in 2011 to revive and regulate the sport of bareknuckle boxing in the United States and throughout the world.



WORLD BAREKNUCKLE BOXING ASSOCIATION™

The WBBA will emulate the other major professional sports leagues in the U.S. and around the world, converting fans from traditional boxing, wrestling and mixed martial arts, and establish its core fan base and its center of operations in North America.

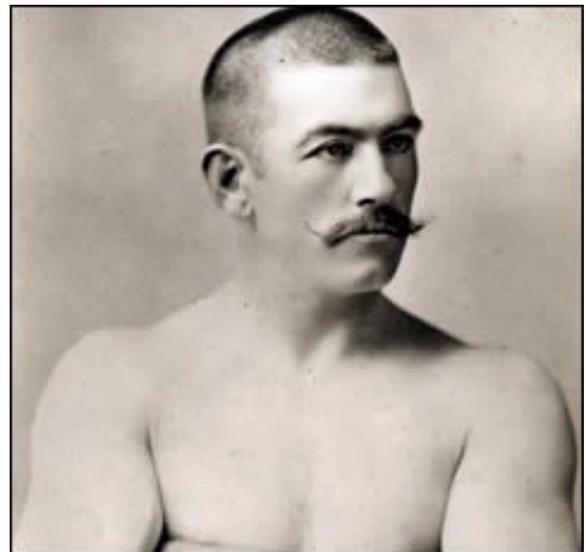
The WBBA is initially focused on expanding our sport through collaborations with one or more Native American communities. Situating bouts on tribal lands and venues will protect the integrity of the sport from overly intrusive regulations and limitations by local, state and federal government agencies.

These strategic partnerships will be a win-win scenario in which the marketing prowess of such a tremendously popular live event will provide verifiable revenue via ticket sales, pay-per-view and close circuit distribution. The fights will also bring fans and guests to the Tribe's casinos, hotels, bars and restaurants, as well as, expanding interest in the sport and growth in the World Bareknuckle Boxing Association.

BAREKNUCKLE HISTORY

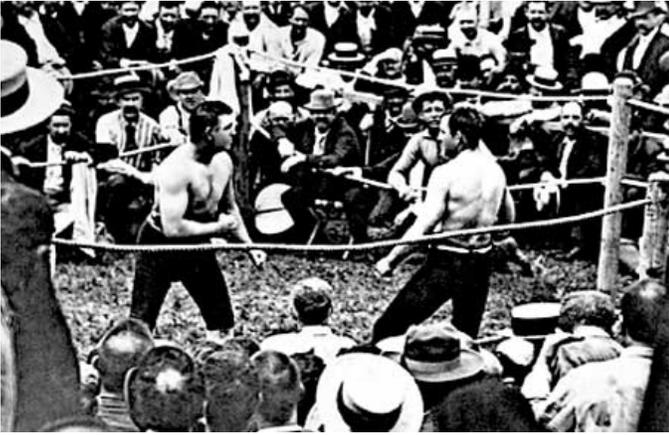
Bareknuckle boxing is the original form of boxing. Two men would fight without gloves or hand covering of any kind. Bareknuckle boxing inherits a history and set of norms based on rules drafted by a British gentleman, Jack Broughton, in 1743, which were eventually developed into the "London Prize Ring Rules" introduced in 1838.

John L. Sullivan was recognized as the first heavyweight champion of gloved boxing from 1881 to 1892, and is generally recognized as the last heavyweight champion of bareknuckle boxing under the London Prize Ring rules. He was also the first American sports hero to become a national celebrity and the first American athlete to earn over one million dollars during his career.



John L. Sullivan

BAREKNUCKLE HISTORY



Sullivan / Kilrain Last Bareknuckle Championship Fight 1889

The Sullivan vs. Jake Kilrain fight on July 8th, 1889, is considered to be a turning point in boxing history because it was the last world title bout fought under the London Prize Ring rules and therefore the last bareknuckle heavyweight title bout. It was one of the first American sporting events to receive national press coverage. For the first time, newspapers

carried extensive pre-fight coverage, reporting on the fighters training and speculating on where the bout would take place. The fight began at 10:30am and it looked as if Sullivan was going to lose, especially after he vomited during the 44th round; but the champion soon got his second wind, and Kilrain's manager finally threw in the towel after the 75th round, which was two hours and sixteen minutes into the fight.



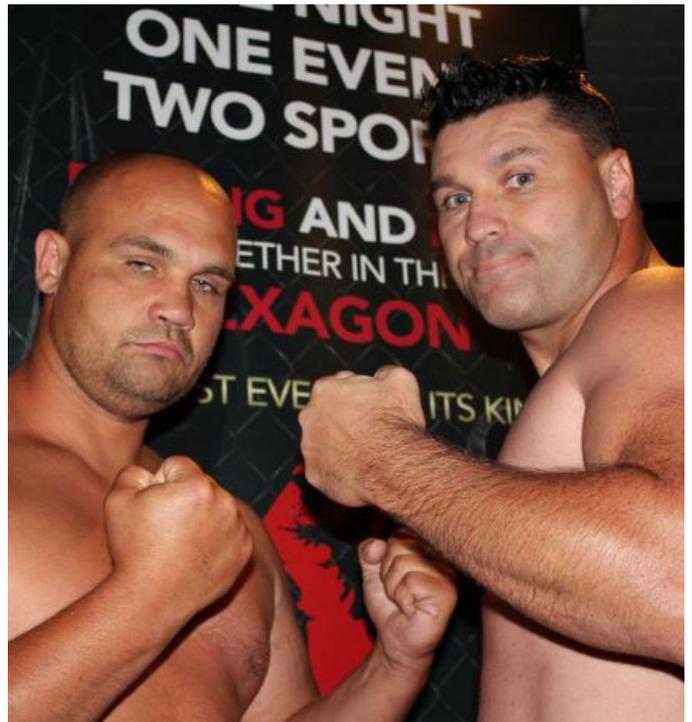
Crib vs. Molineaux Bareknuckle Fight 1811

BAREKNUCKLE TODAY

After the last historic bareknuckle fight in the United States in 1889, when Sullivan beat Kilrain, we had to wait until August 5th, 2011, when Bobby "The Celtic Warrior" Gunn defeated Rich Stewart with a knockout in the third round at the Fort McDowell Casino (part of the Yavapai Nation) in Arizona. This was the first non-underground U.S. bareknuckle fight in 122 years.

The news media exposure for this first "open" bareknuckle fight was off the charts with coverage from ESPN to every boxing magazine and website in the world.

Over the past two years there have been a few other minor attempts at bareknuckle (and partial bareknuckle) fighting in the U.S. with limited success, mainly due to the lack of planning and organization that the WBBA will bring to the sport.



Rich Stewart and Bobby "The Celtic Warrior" Gunn

BAREKNUCKLE EXPOSURE

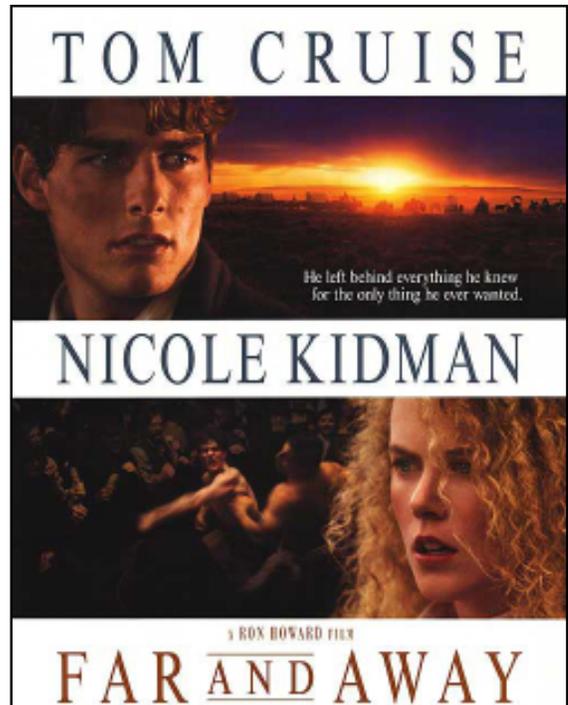
As traditional boxing enthusiasts grow weary of its theatrics and controversial rulings, and as the audience for mixed martial arts levels out, bareknuckle boxing, with its rich tradition dating back centuries, provides audiences with something that is new and at the same time familiar.

There has been a tremendous increase in the media and pop culture exposure for bareknuckle boxing over the past few years. In the movies starting with Tom Cruise, in 1992, playing an Irish immigrant seeking a better life during 1890's America in "Far and Away", to Brad Pitt's starring role in 1999's "Fight Club", to Leonardo DiCaprio role as Amsterdam Vallon in the epic 2002 movie "Gangs of New York", to the 2009 smash hit "Sherlock Holmes" starring Robert Downey Jr., there is no question that the demand is here for this highly entertaining and popular sport.

Over the past year we have seen bareknuckle boxing move into advertising with the 60-second mini-movie Heineken television spot in which the guy with the funny mustache wins the fight...and gets the girl. The largest brewer in the world, Anheuser-Busch / InBev, recently introduced "Bare Knuckle Stout". And in New York City they held the premier of the Sundance Film Festival nominated documentary film "Knuckle", which follows bareknuckle boxers in Europe.



Sherlock Holmes featuring Robert Downey Jr.



Far and Away movie poster



Brad Pitt in Fight Club



Gangs of New York Starring Leonardo DiCaprio

BAREKNUCKLE EXPOSURE



Henienken Beer Advertisement



Knuckle Movie Poster

THE WBBA

The World Bareknuckle Boxing Association will reach out to bareknuckle fans in a variety of ways. The primary outlet will be pay-per-view events. Demand and popularity for the UFC, the WWE, and similar-minded sporting events has been easily proven by PPV sales, which have progressively grown along with increased television coverage. Once demand has been established, we will negotiate with media companies to add WBBA's bouts to their broadcast and cable networks. WBBA revenue will continue to increase through additional coverage via PPV (theatres, online streaming and traditional pay-per-view), closed circuit and ticket sales.

Many other marketing vehicles will be utilized to promote these events. In addition to the WBBA multi-media website, Twitter, Facebook, iPhone and Android applications will keep fans intimately involved with the sport and its fighters.

A WBBA apparel and merchandise collection for men, women and children will be a favorite with fans, and we plan to release a video game in the 2nd year. All marketing campaigns will be tightly integrated to allow for maximum sponsorship value and increase cross-sell and upsell-opportunities

CONCLUSION

Fans will be drawn in by the perceived danger factor and kept there by the pure excitement of the competition and skill of the fighters. Unlike the early incarnation of the UFC which was banned, bareknuckle boxing already has a set of norms and rules.

In distribution channels, once they understand the 'product', the WBBA should be able to build similar to the Zuffa-era UFC.

The pioneering World Bareknuckle Boxing Association is poised to take full advantage of the newly-emerged market for this recently revived sport and believes with the right partners we will together embark on an extremely profitable journey.



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