

## Margarito To Get Affliction Sponsorship Money ONLY IF HE WINS

Written by TSS Press

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Signal Hill, CA (October 21, 2010)...Affliction, the LA-based clothing company already a mainstay for the most elite athletes, heaviest bands, A-listers and the fashion conscious, has inked an all or nothing sponsorship deal with super welterweight boxer Antonio Margarito for his upcoming fight against Manny Pacquiao taking place in Dallas, Texas on Saturday, November 13.

Although Affliction and Margarito have had a long-standing association, the back and forth negotiations between the two parties took an interesting twist last week. In the midst of their discussions Margarito made a bold suggestion-an all or nothing sponsorship deal based on the outcome of the fight. His proposition was simple. Should he win the bout against the Champion Manny Pacquiao, he would go home with a decent chunk of change from the clothing company. However, should the pugilist lose in what is surely the biggest fight of his career, he will forfeit his sponsorship fee all together.

Some may think Margarito is mad for taking a gamble in what will be the toughest bout of his career against Pacquiao, who many consider the reigning pound-for-pound king of boxing. But Margarito has vowed to win the fight and even knock Pacquiao out, and his proposal to Affliction shows just how much faith he has in himself and his abilities to do so.

I have full confidence that I am going to beat Manny Pacquiao and this deal I have made with Affliction reinforces that confidence, said Margarito, a three-time world champion who has been sponsored by Affliction for his past three fights. The look of the Affliction clothing is perfect for my boxing style and I appreciate that they are willing to continue to support me for this fight. I will be taking their money home too.

Affliction is taking a gamble on Margarito as well. By backing the Mexican fighter as he emerges from a suspension from the sport, they are putting themselves on the line. And once again Affliction is making the bold move to back the underdog Antonio Margarito, who will be seen wearing his Affliction signature series shirt as he heads into the ring on fight night, but also during fight week events and on HBOs Emmy Award-winning series 24/7 which will chronicle the lives of both Margarito and Pacquiao leading up to their bout. In 2008, Affliction supported Margarito in his bout against Miguel Cotto, despite the fact he was considered the underdog. It ended in Margaritos favor, with the boxer winning the WBA Welterweight Championship title.

But at the heart of the companys fighter-centric stance is the philosophy that no one is immune to making mistakes. Affliction, which has always had a good relationship with Margarito, asserts that everyone deserves a second chance, and the companys long-termcommitment to athletes bears that mindset.

Affliction believes in giving people second chances and Margarito deserves that opportunity with this fight and our support of his efforts, said Tom Atencio head of Entertainment & Sports Marketing for Affliction. For his part, Margarito, who was once one of the most feared boxers in

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the welterweight class, has a lot at stake in the upcoming match. He fights not only for the WBC title, but also for his reputation and the respect of fans. Although he is under a lot of scrutiny, his decision to not play things safely shows heart, and theres something to be said for that kind of determination.