

SHOBOX: THE NEW GENERATION MATCHING PROSPECTS TOUGH FOR THE LAST DECADE

10th Anniversary Highlights, Stats and Facts

Undefeated Junior Lightweight Diego Magdaleno Faces Alejandro Perez,

Casey Ramos Meets Joselito Collado In Battle Of Undefeated 130-pounders,

Friday, July 15, Texas Station Gambling Hall & Casino, Las Vegas,

Live at 11:05 p.m. ET/PT (delayed on the West Coast) on SHOWTIME®

NEW YORK (June 30, 2011) – In the realm of boxing series, none sticks to its mission statement as closely as the popular ShoBox: The New Generation, which celebrates its 10th anniversary on Friday, July 15, at 11:05 p.m. ET/PT (delayed on the West Coast) from Texas Station Gambling Hall & Casino in Las Vegas. The Top Rank-promoted doubleheader will feature a night of junior lightweight action with undefeated Diego Magdaleno (19-0, 7 KOs) squaring off against Alejandro Perez (15-2-1, 10 KOs) and Casey Ramos (13-0, 4 KOs) taking on Joselito Collado (12-0, 3 KOs) in a battle of unbeatens.

10th Anniversary Highlights, Stats and Facts ...

ShoBox: The New Generation – The Mission

Televised a boxing series to serve as a proving ground for hungry, willing prospects. Thrust young up-and-comers from the anonymity of undercards to the glare of the national spotlight. Match each fighter against his toughest opponent to date and, in the process, expose untested hopefuls – but more importantly – build future champions.

For the last decade, ShoBox has garnered critical acclaim and industry respect by adhering to its central purpose: featuring prospects in pivotal fights where padding the win column stops and their true road to contender status begins. The series is so well defined that it has been added to the boxing lexicon. As characterized by Wikipedia, a “ShoBox fighter” refers to a “quality prospect primed for tougher competition.”

SHOWTIME implemented this decidedly boutique approach with the overall picture in mind.

“Creating a platform for young fighters is something that is not only important to SHOWTIME, but to the sport of boxing generally,” said Ken Hershman, Executive Vice President & General Manager, SHOWTIME Sports®. “With ShoBox, we seek out prospects that are willing to challenge themselves with high-risk bouts in exchange for national exposure. It’s a win-win for all involved, including our subscribers who get the entertainment of competitive fights and an

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introduction to the new generation of future champions.”

A staggering 87 fighters who fought on ShoBox moved on to challenge for a world title, with 42 of those fighters becoming world champions. The first future champ to emerge from ShoBox dates back to the series' initial telecast on July 21, 2001. Leonard Dorin scored a ninth-round TKO over fellow unbeaten Martin O'Malley. Two fights later, Dorin was a world champion. With 157 ShoBox telecasts and 42 eventual world titlists, ShoBox enjoys a rough average of featuring a future champion every fourth show.

ShoBox – By the Numbers

42 – Fighters who fought on ShoBox and went on to win a world title. Notables include:

Andre Ward
Diego Corrales
Nonito Donaire
Chad Dawson
Timothy Bradley
Paul Williams
Juan Manuel Lopez
Robert Guerrero
Carl Froch
Kermit Cintron
Kendall Holt
Paulie Malignaggi
Kelly Pavlik
Andre Berto
Victor Ortiz

89 – Fighters who fought on ShoBox and went on to challenge for a world title

52 – Matches between undefeated fighters

89 – Fighters who suffered the first loss of their pro careers

6 – Fighters who won a world title after losing on ShoBox:

Luis Collazo
Robert Guerrero
Eric Aiken
David Diaz
Isaac Hlatshwayo
Cornelius Bundrage

157 – Telecasts

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321 – Fights

58 – Cities that hosted a ShoBox event

5 – Most appearances on ShoBox

Andre Ward
Ishe Smith
Robert Guerrero
Sechew Powell
Kendall Holt
Mike Arnaoutis
Chris Avalos

ShoBox – Behind the Numbers

For Openers: Gary Russell Jr. is the only boxer to make his pro debut on ShoBox.

Quickest Out Of The Gate:

- T.J. Wilson KO 1 Travis Walker (15 seconds) on Oct. 19, 2007
- Allan Green KO 1 Jaidon Codrington (18 seconds) on Nov. 4, 2005
- Sechew Powell KO 1 Cornelius Bundrage (22 seconds) on May 6, 2005

Rematches: There have been only two rematches in the history of ShoBox. Each time, the loser in the first fight won the second by knockout.

T.J. Wilson KO 1 Travis Walker (Oct. 19, 2007); Walker KO 2 Wilson (Feb. 28, 2008)
Gamaliel Diaz W 10 Robert Guerrero (Dec. 2, 2005); Guerrero KO 6 Diaz (June 23, 2006)

The Hall Recall – Executive Producer Gordon Hall's Quintessential ShoBox Fights:

Juan Urango (13-0) vs. Mike Arnaoutis (10-0-1) – D 12 – Aug. 5, 2004

The Hall Recall: "This fight was an all-out war that ended in a draw and is a classic example of two undefeated, talented fighters facing each other early in their careers on ShoBox."

Robert Guerrero (16-0-1) vs. Gamaliel Diaz (19-5-2) – Diaz SD 12 Guerrero – Dec. 2, 2005

The Hall Recall: "A perfect example of a ShoBox fight where the young fighter is tested by the more seasoned fighter who had experience going into the later rounds and could move. Robert lost the fight in a split decision, but more importantly, he learned from the defeat, went on to avenge the loss on ShoBox and later won a world title."

Tim Bradley (21-0) vs. Junior Witter (36-1-3) – Bradley SD 12 Witter – May 10, 2008

The Hall Recall: "Before challenging for the junior welterweight title in Witter's U.K. backyard, Bradley had never fought outside of California and was coming off the longest layoff of his career. Bradley's knockdown of Witter in the sixth round was the turning point in the fight and he

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went on to win a split decision. Bradley developed in his three previous ShoBox appearances, which helped put him in position for this fight – where he became the first ShoBox fighter to win his title on ShoBox.”

Marcus Johnson (20-0) vs. Dyah Davis (18-2-1) – Davis UD 10 Johnson;
Danny O'Connor (14-0) vs. Gabriel Bracero (14-0) – Bracero UD 8 O'Connor;
Willie Nelson (16-0-1) vs. Vincent Arroyo (10-1) – Arroyo MD 8 Nelson – April 8, 2011
The Hall Recall: “Three talented and touted prospects walked into the ring undefeated and walked out with a loss. And all on the same night... now that’s what I’m talking about!”

Ringside Analyst Steve Farhood’s Memorable Moments

The face of Ebo Elder after he rallied with a 12th-round TKO over Courtney Burton
(Dec. 17, 2004)

The 12th-round drama of Lucian Bute-Librado Andrade I
(Oct. 24, 2008)

Ricky Hatton's ring entrances to "Blue Moon"
(Oct. 27, 2001, Dec. 15, 2001, Sept. 28, 2002)

Steve Farhood’s 10 Best ShoBox Fighters

- o Tim Bradley
- o Lucian Bute
- o Diego Corrales
- o Chad Dawson
- o Nonito Donaire
- o Robert Guerrero
- o Joan Guzman
- o Ricky Hatton
- o Andre Ward
- o Paul Williams

Steve Farhood’s 10 Best ShoBox Fights □

- o Kendall Holt KO 1 Ricardo Torres

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(July 5, 2008)

- o Carlos Abregu KO 4 Irving Garcia

(May 1, 2009)

- o Juan Urango D 12 Mike Arnaoutis

(Aug. 5, 2004)

- o Ebo Elder KO 12 Courtney Burton

(Dec. 17, 2004)

- o Lucian Bute W 12 Librado Andrade

(Oct. 24, 2008)

- o Sechew Powell KO 1 Cornelius Bundrage

(May 6, 2005)

- o Mike Oliver W 12 Gary Stark

(Feb. 16, 2007)

- o Kuvanych Toygonbayev W 10 Andrey Tsurkan

(May 22, 2003)

- o Stevie Murray W 10 Martin Watson

(April 1, 2004)

- o Orlando Cruz KO 5 Leonilo Miranda

(Jan. 16, 2009)