SPECIAL EDITION BROADWAY BOXING WORLD CHAMPIONSHIP DOUBLEHEADER

THIS SUNDAY ON SNY AT 8PM

New York, NY (10/12/12) - This Sunday, SNY will air a special edition of *Broadway Boxing*, featuring a welterweight world championship doubleheader previously aired only on PPV. Viewers will have the chance to watch Brooklyn's own Paulie Malignaggi claim the WBA welterweight crown over defending champion Vyacheslav Senchenko. Malignaggi will make the first defense of his belt next Saturday at the Barclays arena in Brooklyn against Pablo Cesar Cano shown live as part of the SHOWTIME® CHAMPIONSHIP BOXING quadruple-header. Telecast begins live at 8:00 p.m. ET/PT (delayed on the West Coast)

In the televised co-feature, watch South Africa's IBO welterweight champion Chris van Heerden defend his title against Sebastian Andres Lujan.

"*Broadway Boxing* has built a strong, loyal following on SNY since webegan our partnership in 2006," said Gary Morgenstern, SVP of Programming at SNY. "They consistently provide us with first-rate events, and we're excited to showcase this world championship double-header this Sunday at 8pm on SNY."

Broadway Boxing airs Sunday nights at 8PM on SNY.*Broadway Boxing* also airs on many Comcast affiliates across the nation and is available in over 40 million homes.

Spear-headed by DiBella Entertainment President Lou DiBella, *Broadway Boxing* has created a rebirth for boxing in New York City. Featuring up-and-coming fighters and promising contenders, the
Broadway Boxing
series is the longest-running and most successful boxing series in the NYC area.