

Integrated Sports Media distributing ‘La Revancha’ PPV

Segura-Calderon 2, live Apr. 2 from Mexico

HOBOKEN, N.J. (March 8, 2011) – Integrated Sports Media, the undisputed leader in the pay-per-view boxing, announced today that it will be distributing “La Revancha,” featuring the highly-anticipated rematch between WBO and *The Ring* light flyweight champion, **Giovani** “El Guerrero Azteca”

Segura

, and former 108-pound king,

Ivan

“Iron Boy”

Calderon

, April 2 live from Auditorio del Estado in Mexicali, Mexico.

“La Revancha,” presented by Zanfer Promotions and PR Best Boxing, will be distributed in the United States by Integrated Sports Media for live viewing at 9 PM/ET – 6 PM/PT on both cable and satellite pay-per-view via iN Demand, DIRECTV, DISH Network and Avail-TVN, for a suggested retail price of only \$39.95.

“Segura-Calderon I was the consensus Fight of the Year and there’s no reason not to believe that the rematch will be just as exciting,” Integrated Sports Media president Doug Jacobs said. “This fight will determine who the ‘baddest little boxer in the world’ is today. Fight fans can’t want to see these two Latino warriors go to war once again. The other pay-per-view fights will soon be announced.”

Segura (26-1-1, 22 KOs), fighting out of Bell, California by way of Mexico, captured the WBO, The Ring and WBA Super light flyweight titles last October, when he knocked-out the previously unbeaten champion Calderon (34-1-1, 6 KOs) in the eighth round in Puerto Rico. Segura was leading (69-64, 68-65, 67-66) on all three judges’ scorecards at the time of the stoppage.

Segura-Calderon II On PPV April 2nd

Written by The Sweet Science
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The 28-year-old Segura, who will turn 29 the day before his fight against Calderon, also holds notable victories against Daniel Reyes (KO1) and Carlos Tamara (DEC12). Giovanni has fought only once since defeating Calderon, last November in a non-title fight triumph against Manuel Vargas who retired after seven rounds.

Calderon, the pride of Puerto Rico, prior to fighting Segura had been the WBO light flyweight champion for more than three years (six successful title defences) and WBO minimum weight titlist (11 successful title defences) from 2003 until he moved up to light flyweight in 2007. Ivan is currently rated No. 1 by *The Ring*, as well as No. 3 by the WBO.

His boxing resume reads like a Who's Who list of great 108 and 105 pound world champions and challengers, including victories against the likes of Rodel Mayol, Reyes, Higo Fidel Cazares (twice), Nelson Dieppa, Issac Bustos, Roberto Carlos Leyva, Ednar Cardenas, Alex Sanchez and Eduardo Ray Marquez.

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Radam G says:

My take is that "Iron Boy" gets melted down again and splash all over that squared jungle. Time has come for his to hang 'em up. Holla!