

## INTEGRATED SPORTS MEDIA PPV SCHEDULE

April 2, 2011 – “La Revancha” - 9 PM/ET, 6 PM/PT – Mexicali, Mexico 12 Rounds – WBO & The Ring Junior Flyweight Championship

**Giovani “El Guerrero Azteca” Segura** (26-1-1, 22 KOs), Bell, CA by way of Mexico  
vs.  
**Ivan “Iron Boy” Calderon** (34-1-1, 6 KOs), Guaynabo, Puerto Rico

Distributed in the United States 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.

Announcers: Benny Ricardo & Al Bernstein, Gilbert Godoy (Spanish)

April 9, 2011 – “The Last Big Hurdle” - 9 PM/ET, 6 PM/PT – Newark, New Jersey

12 Rounds – NABO & IBF International Heavyweight Championship  
**Tomasz “Goral” Adamek** (43-1, 28 KOs), Jersey City, NJ by way of Ireland  
vs.  
**Kevin “The Clones Colossus” McBride** (35-8-1, 29 KOs), Dorchester, MA by way of Ireland

Distributed in North America on both cable and satellite pay-per-view via iN Demand, DIRECTV, DISH Network, and Avail-TVN in the United States, as well as Bell TV and Viewers Choice in Canada, for a suggested retail price of only \$29.95.

Announcers: Tony Paige & Jameel McCline

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### **Radam G says:**

Dang! Any jive goes up on PPV nowadays. I would not watch this card with the eyeballs of a thousand one-eyed giants. WTF! I'd not even watch it with the eyeballs of 15 15-eyed midgets from Mars. And Martians have antenas coming out of their dang noggins. So you will get awesome reception. True myth I saw it on some old-arse television show where a Martian dude was gettin' on his up-and-down raising of thos antenas. Hehehehehehe! Holla!

### **the Roast says:**

## Segura-Calderon II, Adamek-McBride On PPV

Written by The Sweet Science  
Monday, 14 March 2011 11:40

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Finally something Radam and I can agree on! All of these minor fights on PPV are hurting boxing. Who watches these PPVs? Only the best fights make the PPV. I have no problem ordering a big fight on PPV. Have some friends over, make a night of it. Segura-Calderon may be a great fight but who will ever see it? Adamek-McBride will suck and no one will watch. Adamek is fighting corpse after corpse. He is trying to ride that win over Arreola to a Klitchko payday. I got a PPV idea for the Adamek gravedigging crew. Put the title shot on the line vs someone you're own size. Evander Holyfield.

### **Radam G says:**

Whadup, EM! Now the above that the Roast spit was a Quote of Note classic! C'mon! EM, that QON that is there right now is TIRED! Da sucka has been there for a month. It seems like it's been a year or two. C'mon, EM, show da luv. Holla!

### **the Roast says:**

Thanks Radam. I still like any of my Bradley bashing better and BOOM! Bradley splits open the Roast's eyebrow!