Technology Brings Another Boxing First:

Facebook Grudge Match to be Settled at Chumash This Friday

"Vernon Paris is soft and lacks determination, heart and integrity: All the things necessary to become a champion. I have every one of them."

Tim "Pitbull" Coleman

The first consumer computers were built in 1976.

Facebook was invented in 2004.

The first Facebook Grudge Match in a boxing ring will take place this Friday, live at the Chumash Casino Resort in Santa Ynez, California, and broadcast nationally on ESPN Friday Night Fights (ESPN2/ESPN Deportes/ESPN3.com 9PM Eastern LIVE).

"To be honest, he's a jerk," says Baltimore's IBF #5-rated super lightweight contender Tim "Pitbull" Coleman (19-1-1, 5 KOs) of his next opponent, Detroit's Vernon "Iceman" Paris (24-0, 14 KOs). "He wrote some vulgar comments on my Facebook page, talking about what he's going to do to me, and I have a lot of kids who read my page."

The two will settle their Facebook-borne grudge match in the 10-round main event of this Friday's (August 5) "Clash at the Chumash" event in a battle that is also for the USBA Light Welterweight championship.

In the televised supporting bout, Glendale, California's undefeated Art Hovhannesyan (14-0-1, 8 KO's) will be looking to continue his winning ways against a very tough foe in former world title champion Cristobal Cruz (39-12-2, 23 KO's) in a 10-round lightweight bout.

"Most fighters don't come from great places and you have to inspire kids and lead by example," continued Coleman, "all his cursing and the crap he called me on my Facebook page, he doesn't set a good example at all."

Growing more agitated, the never-shy Coleman finally let loose.

"What kind of person are you to go on a public page and do that? I have 3000 people on my

Facebook page. People kept saying what an asshole. (Former world champion) Kendall Holt wrote to me and said 'beat that guy. He's a jerk.' He's (Paris) a really arrogant kid and he feels like the world owes him something. It was to the point I wanted to go to the place where he was staying and my manager talked me out of it. I have to keep my eye on the prize. His manger is a jerk and he's a jerk. With everything in my body, I want to destroy him. Hurt his ass. I won't be content until I put some serious pain on him. I hate him. My mouth just got dry because I want to hit him so bad."

Settling down momentarily, Coleman managed a realistic evaluation of Paris's style.

"Vernon is a solid fighter. He has a good jab and good reflexes, but he lacks heart. I've seen him gas after three or four rounds because he throws too many punches. Even though he has more fights than me, he doesn't seem like a mature fighter. He has good beginner skills, but he doesn't have that Mayweather style down pat yet. I will come out the first couple rounds and find him with my jab. I won't be as successful in the first few rounds, but I'll keep tapping that body and the tree will fall. All I have to do is wear him down. He doesn't like pressure. I will bring my physicality to the ring and he won't be able to deal with it. He will have success in spots because he's faster, but they won't be devastating blows."

Despite seeing red, Coleman says he can clearly envision what will become of his online enemy turned real opponent.

"I got reports from all over that he's getting stopped in the gym by an amateur fighter. I'm hitting harder than ever. I'm going to be a freight train for this fight. I've seen a lot of his fights, and when he gets hit, he tries to walk forward and hit back and that will be his dire mistake with me. As soon as he gets off his angle and tries to walk forward, I will hit him in his chin and he'll go to sleep. All his shoulder rolling shit won't work anymore."

Clash at the Chumash is proudly promoted by Gary Shaw Productions.

On the outstanding undercard, Miami's undefeated featherweight prospect Luis Franco (9-0, 5 KOs) will take on tough veteran Adolfo Landeros (21-20-2, 10 KOs) in an eight-round test; Guilderland, New York's undefeated Michael "Baby Face Assassin" Faragon (15-0, 6 KOs) will face Memphis, Tennessee's tough Ira Terry (24-5, 14 KOs) over six lightweight rounds; in an eight-round welterweight bout, New York City's undefeated Michael Anderson will face a good test in El Paso, Texas, veteran Bernardo Guereca (16-11-1 3 KOs); and San Ardo, California's Roman Morales (5-0, 4 KOs) will look to remain unbeaten in a four-round featherweight contest against Tabasco, Mexico's Rodrigo Arranda (8-14-2, 2 KOs).

On fight night, the first fight will begin at 5:30 pm Pacific time. Tickets are priced at $35, $45, $55, $70, and $85 are available online at Star Tickets . The Chumash Casino Resort is located at 3400 East Highway 246 in Santa Ynez. For more information, visit www.garyshawproductions.com . For more information about the Chumash, call (800) 248-6274 or visit www.chumashcasino.com .