

Star Boxing Gets New TV Deal

Written by The Sweet Science
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Joe DeGuardia, founder and President of Star Boxing, is pleased to announce that he has entered into a formal agreement with Azteca America to televise live boxing events from the US. The new series titled "Star Boxing presents Boxeo Azteca" will debut October 22, 2011, live from The Tropicana Casino and Resort in Atlantic City, NJ. In addition to October 22nd, there will be four (4) more dates through December of this year. The fights will air live on Azteca America at 10:00pm EST, 9:00pm CST, and 7:00pm PST.

The Boxeo Azteca series will often present upcoming prospects, focusing on Hispanics. DeGuardia had this to say about the new formed relationship with Aztec America, "I am thrilled to be working with Azteca America. Azteca America is a growing network in the US and in Boxing and I am confident that Star Boxing, in its tradition, will provide exciting, competitive fights for the viewing audience.

"Sports, and particularly boxing, are one of our primary attractions at Azteca America," said Martin Breidsprecher, CEO of Azteca America. "We're excited to present live fights from Star Boxing."

Azteca America is currently available in over 40 million homes in the US (of which 9 million are Hispanic) with availability over the air and on most major cable and DBS outlets, including Time Warner, Comcast, Cox, AT&T U-Verse, Verizon Fios, DirecTV and DISH.

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