



**Middleweight Champion Sergio 'Maravilla' Martinez and DiBella Entertainment Retain MirRam Group and Particle Media for Profile-Raising Campaign**

New York, NY December 12, 2011 – WBC Diamond Belt and The Ring Middleweight Champion Sergio 'Maravilla' Martinez has retained MirRam Group and Particle Media to handle media outreach and philanthropy strategy ahead of Martinez's return to the ring. Martinez's promoter, Lou DiBella, is in negotiations for Martinez's next fight, which may be held on March 17th at The Theater in Madison Square Garden St. Patrick's Day weekend.

"We are excited about this partnership," said Lou DiBella, President and CEO of DiBella Entertainment. "Luis Miranda and John James are smart, strategic guys. They have great community and media ties, and their dedication shows in everything they do. Sergio is on the brink of something big, and this team is a good fit."

Martinez is considered one of the most exciting athletes in professional sports today. His 2010 fight against Paul Williams earned 'Fight of the Year' honors and the rematch, 'Knockout of the

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Year'. By year's end, Martinez was honored with nearly every major boxing award, including recognition from: AOL FanHouse, the Boxing Writers Association of America, El Paso Times, ESPN, San Antonio Express-News, Sports Illustrated, The Cleveland Plain Dealer, The Ring Magazine (Fighter of the Year) and Yahoo Sports.

Martinez, riding high from an eleventh round knockout win over British Commonwealth champion, Darren Barker, is considered by boxing experts to be one of the top three pound-for-pound fighters in the sport.

"I want to fight the best possible fights in the ring, and outside of it I want the best advice to maximize every opportunity to help people," said Martinez. "This partnership will deepen my involvement with the social issues that I care most about, today and in the future."

"We know Sergio is a star in the ring," said Luis Miranda, MirRam Group founding and managing partner, "but he is just as impressive outside of it. We look forward to working with Sergio and his team to increase Sergio's profile and to create new opportunities for the issues he is passionate about."

"It is an honor to be involved with these companies," said Martinez's long-time advisor, Sampson Lewkowicz. "They appreciate how unique Sergio is, as an athlete and a concerned advocate. The nontraditional strategy that we needed for him to get to the next level is in place."