

Viloria-Segura on PPV Saturday

Written by The Sweet Science
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HOBOKEN, NJ (December 6 2011) -- Integrated Sports Media, the pound-for-pound king of sports distribution in North America, announced today that it will distribute the Saturday night "Island Assault 3," featuring the World Boxing Organization ("WBO") Flyweight Championship between defending champion **Brian "Hawaiian Punch" Viloria** and challenger **Giovani "El Guerrero Azteca" Segura**, live from Ynares Sports Arena in Pasig City, Metro Manila, Philippines.

"Island Assault 3," presented by Zanfer Promotions and Saved by the Bell Promotions, is being distributed in the United States by Integrated Sports Media for live viewing at 8:00 PM/ET - 11:00 PM/PT on satellite pay-per-view via DISH Network, for a suggested retail price of only \$29.95. Availability via on-line PPV will be announced shortly.

"We're looking forward to bringing this action-packed card, headlined by two of the best lighter weight fighters in the world, Viloria and Segura, to US boxing fans," Integrated Sports Media president Doug Jacobs said. "This exciting show continues the heated Filipino vs. Mexican boxing rivalry that is one of the most intense in the sport today."

Three-time and reigning world champion Viloria (29-3, 16 KOs), a dual citizen of the U.S. and Philippines, was a 2000 U.S. Olympian. Rated No. 3 by *The Ring* magazine, Viloria captured the IBF title in his last fight in July, winning a 12-round decision from Julio Cesar Miranda (35-5-1). Brian is a former International Boxing Federation ("IBF") and World Boxing Council ("WBC") light flyweight champion.

"I've sparred with Segura in the past and we beat the hell out of each other," Viloria said. "It was the kind of sparring where we could have charged the audience for an entrance fee and they wouldn't have complained. Segura is a very dangerous opponent for me but, if I beat him, I'll get to keep my title and grab his slot in *Ring's* pound-for-pound rankings."

Knockout specialist Segura (28-1-1, 24 KOs), a two-time world light flyweight champion (World Boxing Association Super champion), knocked out previously undefeated WBO champion Ivan

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Calderon (34-0-1) in a unification fight in 2010 and again this past April in a rematch. *The Ring* lists Segura, the No. 1 WBO flyweight contender, at No. 9 in its pound-for-pound rankings.

The PPV co-feature pits Mexican warrior and former International Boxing Association ("IBA") champion, **Martin "El Brochos" Honorio** (31-16-1, 16 KOs) and IBF Pan-Pacific titlist **Fahsai "Mountain Boy" Sakkreerin** (36-2, 20 KOs), of Thailand, for the IBF Interim Super Featherweight Championship.

Fighting on the 'Island Assault 3' PPV undercard is undefeated Filipino favorite **Al "Captain A" Sabaupan** (17-0-1, 12 KOs) versus **Roy "The Sniper" Muklis** (23-3-2, 18 KOs) for the IBF Pan Pacific Lightweight Championship.

For more information about the "Island Assault 3" PPV event go to www.integratedsportsnet.com. Follow Integrated Sports Media on Twitter @IntegratedPPV.