Go Daddy Steps Into the Ring

as Presenting Sponsor for

NBC Sports Network Fight Night

Go Daddy will make its ring debut on Sat, Jan 21 as the presenting sponsor of NBC Sports Network Fight Night, its new boxing series featuring premier boxing talent, it was announced today.

Go Daddy, the world's largest provider of Web hosting[1], domain name registrations and net new SSL Certificates
, cites the strong loyalty of boxing fans as one of its reasons for entering the squared circle.

Jon Miller, President, programming, NBC Sports and NBC Sports Network, said: "Go Daddy has been a great partner of ours and we're excited to team up with them to launch the Fight Night Series."

Live from the Asylum Arena in Philadelphia, PA., the first Fight Night card will feature

a classic match-up of boxer vs. puncher, with two talented, undefeated Philadelphia heavyweights, Bryant Jennings and Maurice Byarm. Philly welterweight Gabriel Rosado takes on tough Mexican Jesus Soto-Karass in the co-feature.

The Fight Night cards are being scheduled in cities that are served by a Comcast Sports Group regional network. The regional networks will help promote the events and have the ability to re-air fights.

"Our goal is to build an NBC Sports boxing brand where consumers know our fights are always going to be competitive and that they can expect exciting 'crossroads' fights where the fights are very evenly matched to the point where it's tough to predict a winner in advance," Miller said.