



TRILLER FIGHT CLUB PRESENTS 'LEGENDS II'

KICK-OFF PRESS CONFERENCE

OSCAR DE LA HOYA VS. 'THE PHENOM' VITOR BELFORT

TUESDAY, JULY 27 -- 11:00 A.M. PT– STAPLES CENTER STAR GARDEN

Los Angeles, CA (July 26, 2021) 'The Golden Boy', Boxing Legend Oscar De La Hoya of East Los Angeles, CA and former UFC Superstar, Vitor 'The Phenom' Belfort of Rio de Janeiro, Brazil will host the Kick-Off Press Conference for 'LEGENDS II' on **Tuesday, July 27 at 11:00 a.m. PT** at **STAPLES Center Star Garden** for their highly anticipated battle set for Saturday, September 11.

WHO: 'The Golden Boy', Boxing Legend Oscar De La Hoya
Former UFC Superstar Vitor 'The Phenom' Belfort

WHAT: Kick-Off Press Conference for LEGENDS II -- De La Hoya vs. Belfort

WHERE: STAPLES Center Star Garden
1111 S. Figueroa St.
Los Angeles, CA 90015

WHEN: **Tuesday, July 27, 2021**
10:00 a.m. PT -- Media Call / Check – In at West Entrance to Star Plaza
11:00 a.m. PT – Press Conference
Streaming live on [Fite.TV](https://fite.tv) and [Triller.co](https://triller.co)

DE LA HOYA vs. BELFORT is presented by **Triller Fight Club** and will be broadcast globally on [FITE](#), **iNDemand** and through all leading Cable, Satellite and Telco Providers in the U.S. and Canada. The professional boxing match will test the fighting skills and will of these two greats in combat sports history, competing in the light heavyweight division in a scheduled eight-round bout.

De La Hoya vs. Belfort is the second event Triller Fight Club has promoted at STAPLES Center, the first being Mike Tyson vs. Roy Jones Jr. on November 28, 2020. The fight was boxing's biggest pay-per-view event of the year garnering over 1.6 million buys.

FITE, the world's premier streaming PPV platform for sports and entertainment recently acquired by TrillerNet, will handle worldwide live pay-per-view streaming distribution online for the September 11 event, and via FITE mobile and Smart TV apps, game controllers and all major OTT devices as well as power TrillerFightClub.com.

iNDemand, the leading transactional video-on-demand and PPV programming provider in North America, will serve as the exclusive U.S. and Canadian cable, satellite, and telco PPV provider for the De La Hoya vs. Belfort fight. Fans will be able to order the event on PPV through their existing cable, satellite, and telco PPV providers across the U.S. and Canada.

About TrillerNet:

FITE and Triller Fight Club are owned by TrillerNet, a first-of-its-kind company consolidating technology and content platforms to lead the move to Internet 3.0. TrillerNet pairs the culture of music with sports, fashion, entertainment and influencers through a 360-degree view of content and technology. TrillerNet—which owns the globally popular Triller app used by musicians, celebrities, athletes, and overall culture setters—has more than 300 million users worldwide. The Triller app—unlike other popular short-video apps it is often compared to, encourages its users to post the content created on the app across other social media platforms and websites. The app uses proprietary AI and Machine Learning technology which is uniquely tied to the content rather than the user. By tracking the content, Triller empowers its tastemakers and users to push their content virally to affiliated and non-affiliated sites and networks reaching hundreds of millions of additional users. Data and insights gleaned from the Triller network, its creators, artists and users (from the app and off network) are used to program longer-form content, connect users across the web with the content, and provide unprecedented opportunities for engagement and monetization. TrillerNet has developed highly successful campaigns that begin with the app and continue throughout the entire content and technology ecosystem with some of the biggest brands in the world, including Pepsi, McDonalds, Weedmaps, DraftKings, L'Oreal, and many others. TrillerNet offers brands a unique content and technology solution, including direct deals with the influencers and celebrities. This branded content journey starts with short-form video and can easily expand into valuable long-form content distributed through the Triller Network, such as live-event boxing and music PPVs, fashion shows, and episodic reality content on TrillerTV. Some of the more than 65 original half-hour TrillerTV shows include The D'Amelios Family's "Ask a DAM

Question,” Jennifer Lopez In The Morning, Jake Paul: Staying On Top, 2 Chainz Let’s Do It, DJ Khaled’s Spreading Love, Hype House’s Thomas Petrou’s Coffee Talks, Josh Richards’ Josh Pong, Ur Lov’d: the Noah Beck Show, Fat Joe’s Masterclass, The Perez Hilton Show, and Violet Benson’s Too Tired To Be Crazy, among others. TrillerNet additionally owns Verzuz, the massive live-stream music platform launched by Swizz Beatz and Timbaland, and Triller Fight Club (www.TrillerFightClub.com), which launched last year with the highly successful Tyson-Jones Fight which shattered digital PPV records. Other holdings include leading AI-powered customer engagement platform Amplify.ai, and FITE, the premier live event and PPV, AVOD, SVOD streaming platform.

This marks the third time that FITE, iNDemand and Triller will have partnered to bring value-packed, world-class PPV events to boxing, music, and entertainment fans. iNDemand also served as the cable, satellite, and telco PPV distributor for Triller Fight Club’s November 2020 Mike Tyson vs. Roy Jones Jr. event (which landed as the 8th best PPV event of all time), as well as the April 17, 2021 Jake Paul vs. Ben Askren event. FITE handled global digital sales for both events and powered the TysononTriller and TrillerFightClub sites.

The PPV retail price for the event is \$49.99 (U.S. & Canada) plus processing fee. Fans outside North America can check the FITE link at <https://www.fite.tv/watch/oscar-de-la-hoya-vs-vitor-belfort/2p9su/> for international pricing.

****HOW TO WATCH THE SEPTEMBER 11, 2021, TRILLER FIGHT CLUB PPV EVENT****

TV: Cable, satellite & telco PPV providers, including Xfinity, Spectrum, Contour, Fios, and Optimum (U.S.), among others, as well as leading operators.

Worldwide Streaming: FITE.TV and all FITE mobile, Smart TV, game controller and OTT apps as well as the event microsite hub: TrillerFightClub.

In addition to being a co-owner, Snoop also provides strategic counsel to Triller Fight Club, helping to select fighters and musical acts for the show-stopping events. An entertainment expert who has successfully maneuvered through a range of projects in a variety of different fields, Snoop secured his spot as a fan favorite during Triller’s first sporting event, Tyson vs. Jones.

About FITE:

FITE is the premier global platform for live sports and entertainment offering the industry’s marquee PPV events and SVOD packages with over 5MM registered users. FITE is available worldwide through its iOS and Android mobile apps, Apple TV, Android TV, ROKU, Amazon Fire TV and Huawei apps. In addition, FITE supports Samsung, LG, Cox Contour, Vizio SmartCast™, Foxxum, Chromecast, PS4, XBOX, ZEASN, Netrange, Vidaa/Hisense, VEWD, Netgem TV, Virgin Media, Comcast’s Xfinity 1 and Xfinity Flex as well as 7,000 models of Smart TVs. Available online at www.FITE.tv. Follow FITE on [Twitter](#), [Facebook](#), [YouTube](#) and [Instagram](#).

It’s ON.

About iNDemand:

iNDemand is an innovative partnership between three of the leading cable companies in the U.S.—Charter Communications, Comcast Cable, and Cox Communications. iNDemand is a company of trusted content aggregators and licensing experts, with unparalleled technical expertise and long-standing relationships with MVPDs, major sports leagues, Hollywood studios, and other entertainment and sports companies across North America. iNDemand delivers great content to more than 80 million homes and has distribution deals with more than 150 companies. For more information, go to indemand.com.

Social Media

Triller Fight Club

Instagram: @Triller, @TrillerFightClub

Twitter: @Triller, @TrillerFight

Facebook: @TrillerFightClub

Website www.Triller.co

Oscar De La Hoya

Instagram: @OscarDeLaHoya

Twitter: @OscarDeLaHoya

Facebook: @OscarDeLaHoya

Vitor Belfort

Instagram: @VitorBelfort

Twitter: @VitorBelfort

Facebook: @VitorThePhenom

Staples Center

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