



For Immediate Release
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Fight season is here: Fight Network™ comes out swinging and unveils a new brand with multimedia campaign

-- Campaign by Brandworks showcases Fight Network's hardcore identity and programming --

Toronto, ON. Fight Network™ (www.fightnetwork.com) -- Canada's only 24/7 combat sports broadcast network with programming that covers mixed martial arts, boxing, wrestling and kickboxing, available nationally on all cable, satellite and telco systems -- is unveiling a new look, with a campaign kicking off this week designed to raise awareness of Fight Network's new programming and increase viewership.

"Fight Network has a brash and bold new look, design and attitude -- and we want to share our identity to showcase our hard-hitting programming in an effort to increase viewers," says Leonard Asper, chief executive officer, Fight Network. "Fight Network delivers the ultimate in fights, fighters and fight news and embodies the fight lifestyle to the very core," says Asper. "It's not just a channel, it's a culture," he adds.

The campaign was developed by Brandworks (www.brandworks.com) -- the Toronto-based, multi-disciplined advertising, brand consultancy and marketing communications agency -- and features the network's new name, *Fight Network* sporting a raw new logo, graphics and identity. The integrated campaign elements include brand activation, experiential marketing, public relations, advertising and special events, including a high profile launch event for Canada's advertising industry elite in Toronto on April 27th and more than ten co-sponsored events in Toronto's hippest downtown venues. Additional elements include posterage, collateral materials and a sales kit, offering a new approach to media buying.

“We developed a campaign that was as edgy and as gritty as the new face of Fight Network,” says Michael Clancy, principal, Brandworks. “Fight Network offers an out-of-this-world experience of fighting and combat sports, and we were allowed to step outside the box and into the ring to create a campaign that was unique and compelling as the brand,” he adds.

Grit, Guts, Glory: Fight Network delivers a KO

To spread the word about Fight Network, brand activation teams are taking it to the streets sporting branded gear and gloves for a series of grassroots, interactive fighting experiences and stunts. A branded vehicle, showcasing the new logo and wrapped in the network’s colours and graphics will drive the stunt teams around Toronto for surprise appearances and random fight sightings.

Street teams will be out in full force throughout the month, communicating Fight Network’s offerings and information, distributing branded collateral and inviting the public to get in Fight Network’s corner and join the club. The next appearances take place on Friday April 15th with ongoing stunts leading up to the UFC 129 event in Toronto on April 30th.

You lookin’ for a fight?

Brand Momentum developed the microsite, www.needtofight.com to track locations of Fight Network’s brand activation experiences, mapping out the street teams’ movements around Toronto throughout the month. The website offers an “Enter to Win” contest that encourages the public to provide evidence of witnessing one of the random street fights by uploading a photo from the scene, or sharing fight coordinates (location, time) for a chance to win a Fight Network Super Fan Prize Pack. Social media elements include a Fight Network Facebook page, www.facebook.com/fightnetwork with up-to-the minute programming updates, and the utilization of Twitter with Fight Network hashtags: #fightnetwork, #WatchJoinLive and #FNStreetTeam, and the handle @fightnet. Videos of the brand activation experiences throughout the campaign will be posted on <http://www.youtube.com/thefightnetwork> and via Vimeo at www.vimeo.com/thefightnetwork.

Watch. Join. Live. Discretion is advised.

Fight Network will host a must-attend, invitation-only preview event on April 27th for Toronto's senior-level agency leaders including media buyers, planners and sponsors, featuring a slew of celebrity fighters, on-air hosts and personalities. The premiere will feature fighters -- showcasing what it means and what it takes to be a part of Fight Network -- and executives and staff will discuss the future direction of Canada's hottest cable channel.

Public and media relations for the campaign are being handled by The Siren Group Inc. (www.thesirengroup.com) with brand activation and experiential marketing created and managed by Brand Momentum (www.brandmomentum.ca). Strategy and campaign creative was conceived, developed and produced by Brandworks.

About Fight Network

Fight Network is Canada's only TV channel dedicated to complete coverage of combat sports, including fights, fighters, fight news and fight lifestyle. The channel is carried nationally on all major cable, satellite and telco systems in Canada. Fight Network is available on multiple platforms including TV, web, mobile and radio. Fight Network also operates MMA Expo, Canada's premier fan experience dedicated to mixed martial arts. For more information, visit www.fightnetwork.com.

For additional information or to arrange an interview with Fight Network, please contact Susan Willemsen, Anne O'Hagan or Danika Lochhead at The Siren Group Inc.
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