

**FOR IMMEDIATE RELEASE**



PREMIER  
BOXING  
CHAMPIONS

## **LIVE BOXING RETURNS TO CBS TELEVISION NETWORK WITH MULTI-YEAR VENTURE FROM CBS & SHOWTIME®**

***CBS Sports Presentation of Premier Boxing Champions To Air In  
Conjunction With Marquee SHOWTIME CHAMPIONSHIP BOXING® Events***

**NEW YORK** (Feb. 17, 2015) – CBS Sports and SHOWTIME Sports® have announced a multi-year joint venture to present live boxing on the CBS Television Network—the first of up to eight live events in 2015 will premiere on Saturday, April 4 at 3 p.m. ET on CBS. Premier Boxing Champions on CBS will air in conjunction with marquee SHOWTIME CHAMPIONSHIP BOXING events as part of a partnership that will cross-promote the live programs across multiple platforms.

The first six weeks to begin this venture will feature two of the biggest names in the sport—Julio Cesar Chavez Jr., and Adonis Stevenson—and bookend this year’s most anticipated boxing event, the SHOWTIME PPV® presentation of the undisputed pound-for-pound champion Floyd Mayweather.

Each live boxing event on CBS and SHOWTIME will be supported with short- and long-form shoulder programming that will air across multiple platforms including CBS, SHOWTIME and CBS Sports Network. In addition, a significant marketing budget will be dedicated to promoting each of the live CBS broadcasts and each major SHOWTIME telecast with targeted advertising campaigns.

“The Premier Boxing Champions series on CBS will help usher in a new era in the storied history of boxing,” said Stephen Espinoza, Executive Vice President & General Manager, SHOWTIME Sports. “With the support of our parent company, we are uniquely positioned for a three-tiered approach that includes live boxing broadcasts on America’s No. 1 network, the cable reach of CBS Sports Network and, of course, the premium television leader in boxing, SHOWTIME. The benefit of elevating the sport across these platforms for all involved, including SHOWTIME, is immeasurable.”

The schedule of upcoming live boxing events on CBS and SHOWTIME is as follows:

### SHOWTIME CHAMPIONSHIP BOXING

On Saturday, March 28, SHOWTIME CHAMPIONSHIP BOXING will present a doubleheader featuring a featherweight showdown between WBC champion Jhonny Gonzalez and top contender Gary Russell Jr., and a matchup of 154-pound contenders Jermell Charlo and Vanes Martirosyan. The live SHOWTIME telecast will preview the following week's April 4 CBS debut of Premier Boxing Champions.

### PREMIERE BOXING CHAMPIONS ON CBS

The CBS premiere on Saturday, April 4 (3 p.m. ET/Noon PT) will feature light heavyweight world champion Adonis Stevenson defending his WBC title against former super middleweight champ Sakio Bika. In the co-feature, undefeated light heavyweight contender Artur Beterbiev will face veteran former world champ Gabriel Campillo. The CBS broadcast, with its national reach of more than 110 million households, will offer a broad platform to promote a major SHOWTIME CHAMPIONSHIP BOXING event just two weeks later.

### SHOWTIME CHAMPIONSHIP BOXING

On Saturday, April 18, SHOWTIME presents the network debut of former world champion and Mexican superstar Julio Cesar Chavez Jr., as he takes on light heavyweight contender Andrzej Fonfara.

### PREMIERE BOXING CHAMPIONS ON CBS

On Saturday, May 9 Premier Boxing Champions returns to CBS for the second installment (4:30 p.m. ET/1:30 p.m. PT). This broadcast will pit undefeated Omar Figueroa, who recently vacated his Lightweight World Championship to move up in weight to 140 pounds, against former champion Ricky Burns.

The April 18 SHOWTIME telecast and the May 9 CBS broadcast will support—and be supported by—the May 2 SHOWTIME PPV event featuring the undefeated, world's No. 1 ranked fighter, Floyd Mayweather.

Additional confirmed dates for Premier Boxing Champions on CBS include live broadcasts in June, July and September, with up to three remaining events on the 2015 calendar yet to be announced. The live boxing broadcasts on CBS, other than the aforementioned premiere, will be broadcast live at 4:30 p.m. ET/1:30 p.m. PT.

The Premier Boxing Champions series was created for television by Haymon Sports. It is the first consistent series presentation of live boxing on CBS in 15 years. The network aired a one-off live event featuring current WBC Super Bantamweight Champion Leo Santa Cruz in 2012. Prior to that, the last live boxing on the network was in 1997 when then-middleweight champion Bernard Hopkins knocked out Glen Johnson.

Live boxing was a staple on the network in the 1980s, consistently featuring future Hall of Famers Sugar Ray Leonard, Ray "Boom Boom" Mancini and others. Boxing's history on CBS dates back to 1948 when the Pabst Blue Ribbon Bouts premiered featuring legendary blow-by-blow commentator Russ Hodges.

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**About Showtime Networks Inc.**

Showtime Networks Inc. (SNI), a wholly-owned subsidiary of CBS Corporation, owns and operates the premium television networks SHOWTIME<sup>®</sup>, THE MOVIE CHANNEL<sup>™</sup> and FLIX<sup>®</sup>, as well as the multiplex channels SHOWTIME 2<sup>™</sup>, SHOWTIME<sup>®</sup> SHOWCASE, SHOWTIME EXTREME<sup>®</sup>, SHOWTIME BEYOND<sup>®</sup>, SHOWTIME NEXT<sup>®</sup>, SHOWTIME WOMEN<sup>®</sup>, SHOWTIME FAMILY ZONE<sup>®</sup> and THE MOVIE CHANNEL<sup>™</sup> XTRA. SNI also offers SHOWTIME HD<sup>™</sup>, THE MOVIE CHANNEL<sup>™</sup> HD, SHOWTIME ON DEMAND<sup>®</sup> and THE MOVIE CHANNEL<sup>™</sup> ON DEMAND, and the network's authentication service SHOWTIME ANYTIME<sup>®</sup>. SNI also manages Smithsonian Networks, a joint venture between SNI and the Smithsonian Institution, which offers Smithsonian Channel<sup>™</sup>. All SNI feeds provide enhanced sound using Dolby Digital 5.1. SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME PPV<sup>®</sup>.

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