

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

## **AFFLICTION & SKINNIE MAGAZINE CHANGE THE FACE OF MMA WORLD**

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**Seal Beach, Ca** - Continuing a concerted effort to bridge the lifestyles of rock n roll decadence, with fight ferocity, Affliction will begin 2009 with an emphatic charge to create their own foothold in the world of MMA fight promotion. Teaming up with professional boxing superpower, **Golden Boy Promotions** and **Donald Trump**, January 24, 2009 will mark 'Day Of Reckoning', the first of a minimum of four events that will be co-produced throughout the year. Embracing a fully inclusive approach to fight promotion, the first of the four events will be held at The Honda Center in Anaheim, CA and will not only feature the top tier of athletes in mixed martial arts, but will later include the best in professional boxing, and a live music element that coincides with the unique direction of Affliction Apparel.

Adding another dynamic to what promises to be a relentless night of action, Affliction has partnered with **Skinnie Entertainment Magazine** in a search of Affliction's next top model. The winning model will be crowned Affliction's ring girl for the upcoming January 24<sup>th</sup> fight and will earn a centerfold feature in **Skinnie Entertainment Magazine** shot by renowned glam photographer **Michael Vincent**. The shoot will happen "live" in the ring during the weigh-ins at The Honda Center on January 23<sup>rd</sup> 2009.

To further promote the fight, Skinnie Entertainment Magazine created the Official "Affliction Ring Girl Search". A fully wrapped bus tour kicked off the night of Affliction's Christmas Party. Dozens of super models stepped off the bus and into Hollywood's elite KRESS nightclub. The tour will continue throughout Orange County and Hollywood to promote the upcoming fight. Winning model will receive apparel, monetary compensation and notoriety for this amazing event. The top ten models will be invited to the weigh-ins on January 23<sup>rd</sup> 2009 at the Honda Center and will be invited to **Skinnie Magazine's Official "Day of Reckoning" after party**, which is being held at **Lucky Strike Lanes at the Block of Orange the night of the fight**.

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