

## FOR IMMEDIATE RELEASE

LAS VEGAS, NEVADA MARCH 9, 2017

### B2 DIGITAL SPONSORS HARD ROCK MMA 87 AND FREE BROADCAST

The Second Sponsored MMA LIVE Event and Broadcast under the new B2 Digital Business model will occur Saturday March 11 LIVE from Bowling Green, Kentucky and will be carried LIVE on CageCaster.com. Viewers can watch Hard Rock MMA 87 for no charge.

Just go to <https://cagecaster.com/live/index.php/video/109/hardrock-mma-87-pro-am-bowling-green-ky/> to watch the LIVE Event.

The Broadcast of Hard Rock MMA 87 will begin at 7:30pm CST LIVE from Bowling Green, Kentucky. The Event will feature a 12-fight undercard and a 5 fight main card. An exciting fight card will have Derek Smith face off against Jacob Warf for the vacant Light Heavyweight Title, Bantamweight prospects Brandon Campbell will take on Justin Thompson for the 135 title and the Women's Straw weight Fight between the undefeated 4-0 Genia Goodin 7-5 and Shannon Goughary

“It is excellent news for B2 Digital to Sponsor another LIVE MMA Event & Broadcast of Hard Rock MMA 87 from Bowling Green, Kentucky and to show our new commitment to working with top MMA Companies and building our Brand with the MMA audience”, said Greg P. Bell, Chairman & CEO of B2 Digital.

“I look forward to working with B2 Digital and working together to help send more fighters to the top Major Leagues of this sport.” Said Brandon Hardrock Higdon, President of Hard Rock MMA.

### HARD ROCK MMA

Hard Rock MMA is the premier MMA Promotion in Kentucky. They have put on 86 LIVE events in their 8-year history. More information can be found at [www.hardrockmma.com](http://www.hardrockmma.com) and on Facebook <https://www.facebook.com/HardrockMMA2017/>

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### **B2 Digital**

In February 2017, the Board of Directors approved a complete restructuring, new management team and strategic direction for the company. Capitalizing on its history in television, video and technology, the company is now forging ahead and becoming a full service Live Event Sports Company.

The Chairman and CEO of the company is now Greg P. Bell. Mr. Bell has over 30 years of global experience developing more than 20 companies in the Sports, Television, Entertainment, Digital Distribution and Banking Transaction industries. Capitalizing on the combination of his expertise, relationships and experience as well as his involvement with more than 40,000 LIVE events over his career for major sports leagues and entertainment venues, B2 Digital is in the process of developing and acquiring companies to become a Premier Vertically Integrated LIVE Event Sports Company.

Live Events will be the core business. B2 Digital will also be developing and expanding the LIVE Event Systems. These include Systems for Event Management, Digital Ticketing Sales, Digital Video Distribution, Digital Marketing, PPV (Pay per View), Fighter Management, Merchandise Sales, Brand Management and Financial Control Systems.

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The LIVE Event Sports Company, Trading Symbol: BTDG on the OTC