

FOR IMMEDIATE RELEASE

LAS VEGAS, NEVADA February 24, 2017

B2 DIGITAL SPONSORS FRONT STREET FIGHTS 11 BROADCAST

The First sponsored Broadcast under the new B2 digital Business model will occur this evening LIVE from Boise, Idaho and will be carried LIVE on YouTube. Viewers can watch for no charge. Just go to

<https://www.youtube.com/user/frontstreetfights>

The broadcast of Front Street Fights XI will begin at 7:00pm Mountain Standard Time LIVE from CenturyLink Arena in beautiful downtown Boise Idaho. The Event will feature seven fights, including a championship bout between Casey Johnson and Czar Sklavos for the FSF Flyweight Championship.

“It is quite exciting for B2 Digital to Sponsor our first LIVE MMA Broadcast of Front Street Fights from Boise, Idaho and to show our new commitment to working with top MMA Companies”, said Greg P. Bell, Chairman & CEO of B2 Digital.

“We’re excited to be working with Greg again,” said Eric Trapp, President of CenturyLink Arena. “We have a long history with him from his work with the Idaho Steelheads and look forward to continuing this relationship.”

FRONT STREET FIGHTS

Idaho’s most talented mixed martial artists square off in the cage at Century Link Arena at Front Street Fights, the arena’s own MMA fight promotion. Front Street Fights has already hosted ten MMA events since making its debut on May 16, 2014. During that time, rising MMA stars and accomplished fighters like Veta Artega, Jesse Brock, Ricky Steele, Scott Thometz, and Vince Morales have squared off in front of Boise fight fans. Front Street Fights hosts four events per year, and its success has attracted not only bigger names to Boise, but also bigger promotions that included a Bellator MMA event in May 2016. For information on upcoming Front Street Fights events at CenturyLink Arena, follow them on Facebook and on Twitter (@frontstfights).

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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