



FOR IMMEDIATE RELEASE

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**URSHOW.tv CHANGES THE GAME WITH LAUNCH OF DIGITAL TELEVISION NETWORK
FEATURING EXCLUSIVE CONTENT ON CELEBRITY CHANNELS AND INCREDIBLE LIVE EVENTS!**

Digital service looks to disrupt the media market with innovative approach to VOD and Live Stream Events.

Toronto, ON, Feb 16, 2016: **URSHOW.tv** garners mainstream media attention as it goes live!

On Friday, February 12th, with little to no warning, **URSHOW.tv** shocked the world by launching their brand new digital television network. Offering audiences exclusive content on celebrity channels, the most incredible live streamed events, a mix of interactive features and unbelievable contests, **URSHOW.tv** promises subscribers unparalleled, unique experiences.

The first of many buzz-filled happenings was the unveiling of the [UR FIGHT EVENT](#). Coming to you by live stream on **URSHOW.tv** on **March 20th, 2016**, from the Celebrity Theatre in Phoenix, Arizona, this **Quadruple Main Event** of epic proportions features the biggest names in combat sports.

MAIN CARD:

Boxing: Roy Jones Jr. vs a 'Fan'

MMA: Ken Shamrock vs Dan Severn

Pro Wrestling: Kurt Angle vs Rey Mysterio

Grappling: Chael Sonnen vs Michael Bisping

In conjunction with this blockbuster line up, to mark the occasion, **URSHOW.tv** has organized several [CONTESTS](#) to offer fans the opportunity to truly be a part of the action – which in light of the details, may just be the understatement of the year.

In the [FIGHT ROY JONES JR. CONTEST](#), **URSHOW.tv** is inviting a **FAN** to step into the ring, and should that (lucky?) person shock the world by beating him on fight night, they'll walk away with a \$100,000USD prize*. Would-be competitors must submit a 90-second video explaining why they should be given the opportunity with the former champ. Applicants must also fill out an entry form, which includes a detailed account of their multi-disciplinary combat sports experience. **URSHOW.tv**, along with the Arizona Boxing & MMA Commission and a medical team, will vet down submissions before putting forth a list of finalists deemed 'fit to fight'. From there, fans will ultimately decide who gets this once in a lifetime opportunity! The entry period will close on February 20th, 2016 at 11:59pm EST, while finalists will be released for fan voting on **URSHOW.tv's** Facebook page starting February 21st, 2016 at 11:59pm EST. Fan voting will end February 29th, 2016 at 11:59pm EST with the winner announced shortly thereafter.

Fighting a former world champ not your speed? Well perhaps guiding one to victory is! As part of our [UR FIGHT EVENT](#), we're also offering the chance for two lucky entrants to become the cornerman to

MMA pioneers Ken Shamrock and Dan Severn with our [CORNERMAN TO THE STARS CONTEST](#). The winners will receive roundtrip airfare for them and a friend, plus two night's hotel accommodation before taking their place cage-side for the action*. This contest is open now, and ends March 4th, 2016 at 11:59PM EST.

URSHOW.tv is also looking to test the creativity of our viewers, offering them the chance to *become the face* of wrestling legend Rey Mysterio. Submit an entry to the [REY MYSTERIO MASK DESIGN CONTEST](#), and not only will the winning mask designer see their submission physically created and worn by Rey Mysterio on fight night, but they'll get to walk him to the ring for this historic event*. This contest is open now. From February 21st, 2016, at 11:59AM EST to February 29th, 2016 at 11:59PM EST the public can vote for their favorite entries on Facebook, and the winning mask designer will be announced shortly thereafter.

But before the fists fly and history is made with this entirely unique combat sports Pay-Per-View experience, **URSHOW.tv** wants to make millionaires out of our viewers! Join us on **March 13th, 2016** for our first live stream Event, the [\\$10,000,000 HOLE IN ONE CHALLENGE](#), hosted by none other than Chris McDonald (amongst the portfolio of this legend's film & television career is his role as Shooter McGavin). This event will be streamed live on **URSHOW.tv** from the Las Vegas Paiute Golf Resort's famed island green 15th hole, and will see 72 shooters (54 lucky **URSHOW.tv** subscribers & 18 celebrities and pros) take their shot at making a Hole in One! If any of our shooters can successfully drain an ace, they'll walk away with \$5,000,000USD, and 5 lucky viewers at home will each win \$1,000,000USD – just for watching it happen! Want to find yourself in the tee box alongside Chris McDonald and your favorite celebs and pros? Visit our website for more details.

In the meantime, come check out what's already available. We're in Beta and want your input! So have a look around and give us **UR FEEDBACK**. For a limited time, we have Free Special Preview Shows, Pilots and Teasers. Click on **NOTIFY ME!** or **SIGN UP** now to stay in the know!

Sincerely,

The **URSHOW.tv** Team

*Please see full contest rules for conditions and details at www.URSHOW.tv

About:

URSHOW.tv is a new digital television network of celebrity channels that will bring **U** exclusive programs on-demand and incredible live events streamed directly to you. Watch from any device you choose, no matter where you are in the world. Amazing features give you an unprecedented level of interaction with your favorite stars. Connect with celebrities like never before, gain behind the scenes access, shape the experience and be a part of **URSHOW.tv**.

To learn more visit www.URSHOW.tv

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