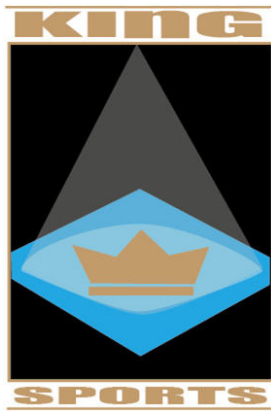


# KING SPORTS



July 4, 2008

TO: King Sports – All American Boxing Team Applicant  
FR: Brian Fitzpatrick, King Sports  
RE: King Sports Opportunity – Your Independence Day - Q&A

Thanks for your application to become part of the King Sports' All American Boxing Team, a group of dedicated athletes that will bring back the Boxing Heavyweight World Title to the USA and change the face of Boxing.

This is an unprecedented and unparalleled opportunity that could dramatically change your life and the lives of everyone you chose to touch. Hopefully you have the credentials we're looking for and the drive and determination to really make your dreams come true.

Like all opportunities in professional sports, only a select few have what it takes to make it to the Majors and become the truly elite athletes that command multi-million dollar incomes and worldwide admiration. Unlike most professional sports opportunities, if you have the raw talent, strong character, mental toughness, and unrelenting drive to succeed this opportunity will pay you while we develop your talents.

If you've had a dream of being a professional athlete, this is without a doubt the best chance you'll have of making that dream come true. But please be realistic and only apply if you truly think you have what it takes to succeed. Many of us delude ourselves into thinking we have the potential to be world-class athletes, yet few truly do because they either lack the physical and mental attributes needed or lack the proper training.

If you're an elite athlete your chances of becoming a top ranked boxer, with our strong support, are much better than your chances of becoming a professional baseball, basketball, football, hockey or soccer player; and the rewards are significantly higher.

There are over 100,000 high school athletes competing annually in high school baseball, basketball, football, and soccer; and over 20,000 athletes compete in each of these sports on the collegiate level, with over 30,000 competing in football. Yet less than 40 American players will make an NBA team each year (1 out of every 500 collegiate basketball players and less than 1 out of every 3000 high school players). The numbers aren't much better with the other sports; and even hockey with over 60 collegiate programs and numerous club teams offers few chances for all but the super stars to reach the NHL.

On the other hand, there are almost no high school's that offer a boxing program and less than 25 colleges that offer a boxing program or club. There are also no strong farm systems developing boxers so there are very few elite athletes in America that have the boxing skills necessary to become a professional. Also, since Big Men feel they have an opportunity to succeed in the other major sports the heavyweight boxing class offers more opportunity than any of the other weight classes. Therefore, this is truly a Big Opportunity with a true possibility for your success if you have the size, athleticism, and mental toughness it takes – we'll supply the financial support, training, mentoring, etc. necessary to take you to the top!

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So if you're tired of your current situation as a security guard, bouncer, construction worker, budding actor, model, waiter, or just any other blue collar or white collar job that doesn't light you up and would like a shot at making tens or even hundreds of millions of dollars then please give this serious consideration.

We are looking for the next Heavyweight Boxing Champion of the World right in the United States of America as well as numerous top contenders – over 18 heavyweights will become part of our final team of world class heavyweight boxers and hundreds will be given an opportunity to show they are deserving of the opportunity. If your one of the chosen few you'll have an opportunity of enjoying a multi-million dollar career; however, you'll need to be totally focused and committed to your success. We'll supply the training for up to 2 years as well as numerous other attractive benefits as you are honed to become the World Champion!

Please be honest about your attributes and if the information on the following pages confirms your burning desire to be a World Class Athlete and World Champion Boxer then please send me the following information along with two photos in gym shorts (no shirt) showing us that you're in great shape and ready for our program.

Basic Information needed: Full Name, Date of Birth, height, weight, and organized sports that you have participated in at a High School and/or College Level and the name of those schools; plus phone #s and email. Thanks and we wish you the best in whatever career you pursue.

Regards,

*Brian*

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**“Being Challenged is Inevitable, Being Defeated is Optional!”**

**Question:** Why is this a great time to pursue a heavyweight-boxing career?

**Answer:** Just like any professional sport, only a select few rise to the top. However at this point in history there is a real void in the competition in the Heavy Weight Division for a number of reasons but the most glaring ones are:

1. The lack of any true development system in the US like the ones available for other sports; so the good athletes are heading toward football, basketball, baseball, soccer, hockey, etc. and only a few athletes are exposed to boxing at an early age in America. Therefore, unlike other sports, there are not thousands of great athletes in boxing in the USA. As a matter of fact there are less than a 100 decent amateur heavyweights in the USA and a very few professional heavyweights. Therefore, if you have what we're looking for King Sports has the resources to develop you into a true World Class Boxer who can quickly move to the top of the Boxing World.
2. Since there aren't that many truly large young people around there isn't much competition for young heavyweights, especially with so few pursuing boxing and less than 25 colleges offering boxing clubs.
3. Amateur boxing, with its different rules, really doesn't feed professional boxing like it use to.
4. Most professional managers and promoters have been mainly about taking from the sport and exploiting the boxers rather than giving to the sport and mentoring their boxers.
5. Greed has played a big role in ruining the sport –There are too many World Boxing Organizations, too few promoters or managers willing to risk putting their boxer against the best unless he holds the title, etc.

Those are the main reasons for the decline of heavyweight boxing in the USA and why there isn't a top 10 world ranked US Heavy Boxer. The lighter weights have fared better mainly due to the strong influence of Spanish Boxers in America; but there are few heavyweight Spanish boxers.

**Question:** Why does King Sports feel they can make a real impact on heavyweight boxing?

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KING SPORTS, founded by legendary broadcaster Michael King, plans to change “The Face” of Heavyweight Boxing. King Sports Academies are focused on developing outstanding athletes of strong character and grooming them to become World Heavyweight Contenders/Champions. We’ll be creating a league of outstanding heavyweights that will raise the bar on the quality of heavyweight fighters and promoting them in such a way as to force the other World Boxing Organizations to open up so there will be a true world champion. This is an historic moment in sports as King Sports truly intends to bring boxing back, bigger and better than ever, has committed tens of millions of dollars to make this happen, and has already met with the major state boxing commissions, IMG, HBO, ESPN, CBS, Major Sponsors, etc. to make sure the support is there. So for those chosen few who make it to the King Sports Academy, their future should be very bright.

**Question:** What steps are involved with becoming a top contender/world champion?

**Answer:** There are no guarantees in life but if you have the physical and mental characteristics we’re looking for and the burning desire to be the best King Sports will provide you all the resources and every opportunity to become a top contender and possible world champion.

Your first step is to pass our initial screening and a two-day assessment (which we’ll pay you \$500 to attend plus your expenses). If you pass our assessment, we will invest heavily in you and provide you every opportunity to achieve success that is beyond the reach and wildest dreams of all but a very few select athletes. You will join a number of top athletes that are being closely supervised, mentored and paid while they are being conditioned and trained by America’s finest coaches at King Sports Training Center. Our athletes’ initial success in transitioning from athletes in other fields to outstanding boxers has confirmed our belief that great athletes with the right coaching/training can develop the skills necessary to become World Heavyweight Boxing Contenders/Champions.

Since January 2008 we have screened over a thousand of America’s elite athletes, most of who have been college standouts in football, basketball, wrestling, baseball, or hockey. As of July 1<sup>st</sup> we have invited approximately 200 athletes to our assessment camp in West Los Angeles, CA, where we analyze their physical and mental strengths and character – there is no sparring at the assessment.

Of the 200 athletes whom we’ve assessed at camp we invited approximately 20% to attend our 12 weeks training camp, where they are:

\*housed at a terrific facility in Marina Del Rey.

\*provided all meals and snacks under the supervision of a world renowned nutritionists

\*instructed in boxing skills from the finest boxing trainers in the world, headed by Pepe Correa (Trained 5 World Champions including Sugar Ray Leonard, Simon Brown and Lennox Lewis) and assisted by seven other trainers including Simon Brown (World Welterweight Champion).

\*put through advanced fitness instructions by a world class fitness instructor.

\*sharing great comradeship with other elite athletes

\*paid \$500 per week

\*put in the ring in the last few weeks of training, with professional sparring partners who are instructed to tests our fighters but not go full out, as we determine who will join the best of the best in King Sports Academy.

Of the 40 athletes who have been invited to the twelve-week training academy 15% (6) have been invited to the King Sports Academy. So you can see, just like all sports, only the truly elite advance - 3% of those that we have assessed so far. But for those that do advance the upside potential is incredible and for those who don’t make it all the way to the Academy they do enjoy a great ride – they’re conditioned to the best shape of their lives, exposed to some of the most powerful people in the sports and media world, and well compensated - receive free housing, all meals and snacks, and paid \$500 per week. So it’s a win-win either way for all the elite athletes.

Those that make it to King Sports Academy continue to get all the benefits they had been receiving in training camp but now get paid \$750 a week, plus potential performance and promotional/media bonuses, and spend significantly more time sparring and preparing for professional fights. The environment and the pace at which we move you toward greatness are geared to assure your ultimate success, in and out of the ring. When we feel you’re ready we’ll arrange a four round professional fight and then based on your progress move you to six, eight, and finally ten round fights. This process could take up to two years. However, once you’ve been successful in ten round bouts you’ll graduate from the Academy and now be positioned to make the income that only celebrity and super stars make. Michael Tyson made \$450,000,000 in his career, Evander Holyfield over \$250,000,000, George Foreman has made

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hundreds of millions in and out of the ring, and Oscar De La Hoya made \$55,000,000 in his recent fight against Floyd Mayweather, ...

There's Big money in boxing and King Sports plans on promoting our boxers to the limit, focusing on both their great skills and strong and likeable character, so that their earning potential in and out of the ring will be maximized. We will start providing our athletes tremendous exposure early on, as we will be creating TV and Media Events around the development of our athletes and throughout their career.

**Question:** What type of environment and supervision will you be subject to?

**Answer:** Almost all of our athletes so far have attended college and most were both great athletes and students at great colleges including USC, UCLA, U of Alabama, Fresno State, Iowa U, etc. They're fine young men with great character. We're looking to create the All American Heavyweight Boxing Team and all our athletes are outstanding young men.

Our athletes are housed in a terrific resort like apartment complex (Fitness Center, Pool, Whirlpool, etc.) in Marina Del Ray, Ca within a few blocks of the beach. Our Trainers are also housed there and enforce a 10 PM curfew Monday – Friday evenings and a strict NO Drugs Policy, with random testing of all athletes. Also, the athletes are assigned mentors (Toi Cook, who played in the NFL for 11 years, and Prentiss Byrd, who co-owned the gym where Tommy Hearn trained and mentored the boxers there) and watched over by the full King Team including World respected trainers, fitness coaches, nutritionists, sports psychologists, business mentors, etc.

**Question:** How dangerous is boxing?

**Answer:** All contact sports pose the risk of injury and the key to avoiding serious injury is to be in top condition, have good defensive skills, be well matched against opponents, and take time to recover when injuries do occur. In terms of deaths boxing ranks 8<sup>th</sup> with 1.3 deaths per 100,000 participants, right after College Football with 3, Motorcycle racing with 7, and significantly lower than Sky diving with 123 and Horse racing with 128.

In terms of paralysis, broken bones, dislocations, sprains, etc. and other injuries that have both short term and long term effects boxing ranks very low.

The main area of concern is concussions. Sustaining serious or numerous concussions can lead to long-term brain damage. The American Association of Professional Ringside Physicians was established in 1997 to establish protocols and education to prevent injuries in boxing. Concussions can be suffered in many sports (The American Academy of Neurology reported 10% of college and 20% of high school players receive brain injuries in a given season) and one key is to learn how to avoid them (i.e. better coaching in college reduces the risks by 50% versus high school football). The more skilled boxers learn how to defend against punches, roll with them, etc. and avoid the knockouts and the bruising blows. Lenox Lewis, George Foreman, Sugar Ray Leonard, Oscar De La Hoya are just a few of the many skilled fighters who avoided multiple knockouts and are extremely articulate and healthy men. Muhammad Ali, one of the greatest boxers of all times, avoided the heavy blows in the ring but unfortunately let himself take undefended shots in practice to show how tough he was. His lack of knowledge about the possible results of continual head trauma may have been the cause of his Parkinsonism; although Michael J Fox also suffered early Parkinsonism without suffering head traumas. King Sports takes the health and well being of our boxers very seriously and makes sure we do everything to avoid head trauma in practice by closely monitoring all sparing sessions and giving the professional sparing partners clear instructions to show openings but not land solid head punches.

Another key to avoiding the damaging effects of concussions or head trauma is to stop a fight when one fighter is clearly outmatched or defenseless. The American Association of Professional Ringside Physicians, statewide boxing regulatory commissions, and good managers all take the precautions to make sure that final outcome doesn't jeopardize the fighter's health. King Sports will make sure our boxers aren't overmatched and will stop any fight where we have concern for our fighter's health.

A third key to avoiding the potential long term effects of concussions is to make sure the fighter is thoroughly examined before and after a fight and if there appears to be any signs of a concussion, no matter how minor, and to make sure the fighter rests and fully recovers before going back to training. Today MRI's and other tests are commonly used to assure a fighter full recovery. King Sports thoroughly exams and monitors all our fighters, especially after any solid head contact.

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Finally, age tends to play a role in the long term effects of concussions and that is why it is highly recommend a fighter retires by age 35 and why King Sports accepts no one into the program over 25 years of age, unless we feel they are truly exceptional, as we hope to have all our fighters retire wealthy in their early thirties to pursue other activities outside the ring, that their fame and fortune and good health should enable.

**Question:** How do I know if I can be a heavyweight contender/world champion?

**Answer:** You won't know if you have what it takes until you actually start sparring – which begins about eight weeks into our training program. However, you'll be assessed at the beginning by a terrific team of experts that is getting better and better at assessing what it take to be a world champion. So if you pass King Sports initial assessment and get invited into the training camp you'll know you have the physical and mental attributes necessary to succeed but you really won't know if you have the belief in yourself and the determination necessary to be a world champion until you start sparring and see how you react to the pressure. True world-class athletes are those that can maintain focus throughout the contest, remain relaxed under pressure, and who have the belief in themselves and their abilities. If you have a strong desire to succeed and dedicate yourself to being the best you can be King Sports will supply all the resources necessary to help you become a World Heavyweight Contender/Champion.

Sincerely,

*Brian*

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