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DE LA HOYA TV AND DSI by INVERLEIGH ANNOUNCE MAJOR CONTENT DEAL AT LAUNCH OF BOXING CHAMPION'S NEW US BASED CABLE CHANNEL

MIAMI – DSI by Inverleigh, the television content arm of Australian based international sports media company Inverleigh Media Holdings, and De La Hoya TV, the Miami based multi-platform broadcast network, have today announced a content partnership ahead of the launch of the De La Hoya TV network in the Spring of 2015.

Building on the brand of Olympic gold medalist, 10-time boxing world champion and leading promoter, Oscar De La Hoya, De La Hoya TV will initially launch in Spanish language focusing on engaging the US Hispanic market.

Under the three-year deal, DSI by Inverleigh will supply over 500 hours of sports entertainment and lifestyle programming, complementing De La Hoya TV's original productions and in support of the launch of the channel in the US.

De La Hoya TV will broadcast a range of DSI by Inverleigh's premium titles including the weekly fight sports program 'Total Combat', the European football weekly 'The Football Review' and sports entertainment programs 'Sport Confidential', 'National Icons' and 'The Secret Lives of Sport' amongst others.

"De La Hoya TV will be the premiere authority on boxing and other combat sports, providing fans with a behind-the-scenes look into the world and lifestyles of their favorite athletes," said De La Hoya, Chairman of the company. "The network aims to inspire all to live the life of a champion, delivering exceptional insight into the athletes and featuring entertainment, global destinations, news and more."

Inverleigh Director, Matt Whytcross, said, "We are delighted to be a key partner in the launch and through the establishment of what is a truly unique network - we're looking forward to what will be an enduring partnership with De La Hoya TV."

"DSI by Inverleigh has an excellent reputation in the creation of innovative sports programming and were an obvious choice as content partners for the channel," said Victor Hugo Montero, CEO and General Manager of De La Hoya TV.

ABOUT DSI by INVERLEIGH

DSI by Inverleigh is the content distribution arm of Australian based international sports media company, Inverleigh Media Holdings Pty Ltd. The company produces original sports programming including news, entertainment and lifestyle content which it then distributes to broadcast partners worldwide for telecast on traditional television and digital media platforms. Their programming is licensed directly to over 200 broadcasters world-wide including ESPN, Fox Sports, beIN Sport, Disney and Discovery channels. Inverleigh is the privately owned partnership of Peter Wraith and Matt Whytcross.

ABOUT DE LA HOYA TV

De La Hoya TV is a new multi-platform sports, lifestyle and travel network serving as the authority of boxing and combat sports. Focused on their slogan, *Beyond Boxing*, the new Spanish-language channel will feature entertainment, tourism, lifestyle, news and international sports,



engaging the audience on an exciting adrenaline filled journey. De La Hoya TV is a partnership between Oscar De La Hoya, businessman and international boxing promoter José Alberto “Pepe” Gómez, and media executive and Fashion TV Latin America partner Victor Hugo Montero.

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