

**NO RING.  
NO ROPES.  
MORE  
KNOCKOUTS.**



## Hard-Hitting Fact Sheet

All DIRECTV for BUSINESS™ customers get access to BKB 3. **The next epic battle will air LIVE on June 27th at 10PM ET (7PM PT) on Pay Per View, starting at the low price of \$99.**

This installment of **BKB** will feature all the hard-hitting action fans love, with more knockouts. Customers can call 1.888.728.6036 to order.

Facts about BKB 3:

- **BKB 3 will use fight telemetry technology to measure the velocity and force of every punch thrown in real time**
- Will air LIVE from the Mandalay Bay Events Center in Las Vegas
- Fighters compete in a significantly smaller fighting space, about half the size of a boxing ring—a 17' circular pit with no ropes and no corners
- Fewer and shorter two-minute rounds, which encourage a faster pace and more action
- Will feature preliminary undercard fights on AUDIENCE® (Channel 239) and up to six fights on PPV (Channel 123 HD\* and Channel 124 SD)
- Available to order starting 6/1/15 (STMS only)

**Pricing for BKB 3 will vary based on Estimated Viewing Occupancy (EVO).**

| EVO             |                |
|-----------------|----------------|
| 1-100 - \$99    | Biz/Pri - \$99 |
| 101-200 - \$149 | Oil - \$149    |
| 201+ - \$249    | Casino - \$299 |

Each customer will receive a BKB 3 marketing kit that includes a poster, window cling and coasters. The kit typically arrives 3-5 business days after the order is placed. You can order additional BKB 3 merchandise on [directvmvp.com](http://directvmvp.com).

Visit [bkb.tv](http://bkb.tv) for more information.