



Alpha Omega & NESN in same corner

CAPE COD (October 30, 2006) -- Alpha Omega Entertainment Group, Inc. has announced a one-year, eight-event professional boxing series to be broadcast on NESN, starting December 1 (8-10 PM/ET) of a show taped live October 28 at Mohegan Sun.

Alpha Omega's broadcast team consists of blow-by-blow announcer Ed Berliner, color analyst Mike DeLisa and rotating boxing experts on different shows such as famed boxing historian Burt Sugar, 1960 Olympic gold medal winning boxer Dr. "Wilbert "Skeeter" McClure, The Boston Globe's award-winning boxing writer Ron Borges and popular manager/trainer Mark Vaz.

"Signing a deal to be on the same television station as two of Boston's most popular sports teams is a major step forward towards promoting good quality boxing shows," Alpha Omega promoter Hank Tuohy said. "We want to introduce New England boxers to NESN's seven-million viewers in order to attract more fans to our various venues throughout New England, build boxer interest and fan followings, as well as help bring pro boxing back in New England."

"NESN is very excited to add professional boxing to our lineup of local sports programming," said John Feld, NESN's vice president of programming and executive producer. "With New England's rich boxing history we felt it was important to cover the sport on a local level to better serve New England's sports fans."

Alpha Omega does not plan on signing fighters to promotional contracts, preferring to work with other promoters and free-agent boxers to promote the best possible product. "We're looking forward to working with fellow promoters and showcasing fresh New England talent to promote the best shows for NESN broadcasts," Tuohy explained.

Sprint/Nextel (DataLink Communications) is the title sponsor for the entire eight-fight series. Other proposed venues for shows include The Castle in Boston (December 15), Plymouth Memorial Hall, Barnstable Fairgrounds, and sites in Worcester (MA), Portland (ME), Manchester (NH) and Springfield (MA).

ALPHA OMEGA

Cape Cod businessman Dino Mitrokostas and sports marketing specialist Hank Tuohy teamed earlier this year to form Alpha Omega, which represents a new breed of boxing promoter combining sports and entertainment through event marketing and cross promotions.

Alpha Omega promoted its first pro boxing show this past summer at Plymouth Memorial Hall. Tuohy has been involved in boxing since 1998, including the promoter (Tuohy Sports & Entertainment) of three ESPN2 pro boxing cards, while Dino Mitrokostas owns several businesses including a popular restaurant/sports bar on Cape Cod. Dino also has produced a two-show pilot comedy about two ultimate sports fans, *Regular Joes*.

NESN

NESN, New England's most-watched sports network, is owned by the Boston Red Sox and Boston Bruins and delivered to over 4 million homes throughout the six-state region. The definitive source for New England sports programming, NESN's award winning coverage of the Red Sox and Bruins originates entirely in high definition (HD). The network will also deliver over 100 live college events this season including 15 Boston College basketball games, the Beanpot Hockey Tournament and Hockey East Championship.

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