



TOP RANK, SECA AND SANDS CHINA ANNOUNCE NEW WEEKLY BOXING TV PROGRAMME FOR MAINLAND CHINA

“Fist Power – Fight to Win” Scheduled for July Television Debut

MACAO (May 31, 2014) – Top Rank[®], SECA and Sands China Ltd., who have been building the growth of boxing in the People's Republic of China by producing and promoting five world championship events in Macao over the past 13 months, announced their latest joint venture at a press conference Saturday at The Venetian[®] Macao.

The project, a weekly one-hour television programme titled **“Fist Power – Fight to Win,”** is scheduled to debut in July. “Fist Power” will be broadcast throughout China via regional channels in major cities like Beijing, Shanghai, and Guangzhou.

“Top Rank is delighted that together with our partners – SECA and Sands China – we are able to take this step to further popularise boxing in the great country of China,” said Hall of Fame promoter Bob Arum. “None of this would have been possible without the role of Ed Tracy, CEO of Sands China Ltd., who sparked this venture, and the encouragement and direction of the Chairman and CEO of Las Vegas Sands Corp., the legendary Sheldon Adelson.”

“Fist Power” will be comprised of exclusive features from Top Rank's extensive library of over 25,000 fights it has promoted over its 48-year history. Action fights and highlights of world champions past – Muhammad Ali, Sugar Ray Leonard, Marvelous Marvin Hagler, Tommy “Hit Man” Hearns, Roberto Duran, and Oscar De La Hoya – and present – Manny Pacquiao, Miguel Cotto, Terence Crawford, Juan Manuel Marquez, Mikey Garcia, Timothy Bradley, Jr., Julio Cesar Chavez, Jr., and Floyd Mayweather Jr. – world-class contenders and future stars including, Zou Shiming, Felix Verdejo, Vasyl Lomachenko, Jesse Hart, Esquiva Falcao, Jose Ramirez, Rex Tso and many more stars from around the world. Each episode will also have pre- and post-fight commentary, including a selection narrated by Hall of Fame promoter Bob

Arum, behind-the-scenes lifestyle footage, fighter profiles, and weekly updates on Zou Shiming's climb to his shot at a world title.

"Through this boxing television programme, we hope to open a door for Chinese fans to the world of pro boxing," said Sheng Li, Founder and CEO of SECA. "We also hope it will help to inspire more young Chinese boxers to follow Shiming's footsteps to pursue their own world champion dreams. Live matches will give Chinese boxers a stage to match up against boxers from around the world. We at SECA, along with Top Rank and Sands China, look forward to making boxing one of the most popular sports in China by producing this show and organising these live events."

"Everybody knows that winning pro boxing world titles is my dream," Zou Shiming added. "But I have an even bigger dream – to promote boxing in China. The launch of this boxing television programme in China is a big step towards my dream, and a major milestone in the development of pro boxing in China. I will also be very actively involved in the development of this programme, including giving boxing tips and an insider's view of the pro boxing scene."

"Fist Power" will also be presenting two boxing events televised live from mainland China. These live telecasts will feature fighters from China battling against international opposition. The first live event is scheduled to take place in August.

"Sands China's world-class entertainment events, and our boxing events in particular, have increasingly been reaching ever wider audiences beyond the borders of Macao, through television and online broadcasts," said Edward Tracy, President and CEO of Sands China Ltd. "We are very pleased to now be part of this new television programme in mainland China with Top Rank and SECA. It allows us to continue contributing to the development and growth of boxing in the region in a new capacity, alongside our existing efforts to do the same with the boxing events being held at The Venetian Macao."

"Fist Power" will be produced and distributed by Top Rank and SECA, with The Venetian Macao supporting the programme as its presenting sponsor.

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Entertainment at Sands China Ltd. Properties

Sands China Ltd. has as a clear vision to establish Macao as Asia's top entertainment destination.

The 15,000-seat Cotai Arena is the only venue in Asia ranked in Pollstar's Top 100 Worldwide Arena Venues based on ticket sales. It is the top entertainment destination in southern China, hosting the world's and the region's biggest names in music, sports and awards shows. Superstars frequently choose the venue as the starting point of their Asian tours.

The 1800-seat, multi-purpose Venetian Theatre is one of the most luxurious entertainment venues in greater China. Featuring ushers in black-tie, champagne service, gourmet food and beverage items and other unique, premium amenities, it offers an intimate, luxurious and exclusive venue experience. The Venetian Theatre is playing a key role in bringing the best in international and Chinese entertainment to Macao, with a luxury theatre experience like no other in the region.

The 650-seat Sands Theatre regularly features internationally-renowned singers, performers and artists of the highest calibre. From traditional Chinese-costumed dancers to modern performances, and from singing troupes to contemporary bands, everything from Western rock to Cantonese pop is covered.

With an unbeatable diversity, the entertainment offering of Sands China Ltd. is ushering in a new era of entertainment in Macao.

For information about upcoming shows and events, visit www.venetianmacao.com/entertainment.html.

About The Venetian[®] Macao-Resort-Hotel

Opened in 2007, The Venetian[®] Macao-Resort-Hotel is Macao's first integrated resort featuring stunning replicas of the famous canals and architectural icons of Venice, Italy. The Venetian Macao features 3,000 suites, 1.2 million square feet (111,000 square metres) of convention and meeting facilities as well as a 15,000-seat Cotai Arena designed for world-class sports events and electrifying entertainment. The Venetian Macao is also home to the unique, 1,800-seat luxury Venetian Theatre, hosting the best in international and Chinese entertainment; more than 30 renowned restaurants; TAIVEXMALO Day Hospital & Spa; the incredibly fun QUBE indoor playground and more than 300 retailers at Shoppes at Venetian. Outdoor recreation areas include swimming pools and cabanas and a mini-golf course.

For more information, please visit www.venetianmacao.com.

About Cotai Strip Resorts Macao – Macao's Integrated Resort City

Sands China Ltd. is the leading developer, owner and operator of integrated resorts in Macao. The befittingly named Cotai Strip Resorts Macao, situated on reclaimed land between the islands of Coloane and Taipa, is the one destination that provides a stunning array of experiences at the heart of Cotai. Cotai Strip Resorts Macao has transformed a gaming-centric day-trip market into an integrated resort city and international hub for business and leisure travellers.

Pulsating with life, both night and day, Cotai Strip Resorts Macao features an expansive offering of affordable luxury available nowhere else in Macao, with approximately 9,000 hotel rooms and suites, international superstar live entertainment, duty-free shopping with 600 retailers offering an unparalleled array of name brands, 1.3 million square feet (120,000 square metres) of meeting and exhibition space for Asia's leading conferences and exhibitions, gaming excitement, transportation offerings and well over 100 dining options, including international restaurants, bars and lounges. Cotai Strip Resorts Macao is a must-see destination providing every guest with an unforgettable experience and unparalleled excitement.

Comprised of The Venetian[®] Macao-Resort-Hotel; The Plaza[™] Macao, featuring the Four Seasons Hotel Macao; and Sands[®] Cotai Central, featuring the world's largest Conrad, Sheraton, and Holiday Inn hotels, Cotai Strip Resorts Macao is where Asia's ultimate destination is all within reach.

Cotai Strip Resorts Macao...Macao Starts Here. For more information, please visit <http://en.cotaistrip.com>.

