



WORLD NEWS RELEASE

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For Immediate Release:

Internet Meets Boxing... Again!

Atlantic City, NJ - (March 13, 2006) - Humor website, eBaum's World is proudly sponsoring 2-time WBC Heavyweight Champion, Hasim "Rock" Rahman for his upcoming fight on Saturday, March 18th, in Atlantic City. The heavyweight championship is being billed as "The Big Boys Are Back" on HBO. The promoters for both fighters have struck a deal with HBO to keep increased viewership rather than airing the fight as a Pay-Per View event. HBO has also announced a "free view" weekend March 17-19, for all cable subscribers.

This week, www.ebaumsworld.com, the Internet's largest humor website, announced they will be sponsoring Rock for the 4th consecutive time in his title defense against James Toney.

Rahman is 3-0 in his previous fights with the website as his sponsor.

"I've become an even bigger fan of the sport since we started sponsoring Hasim, we're looking forward to seeing him KO Toney on March 18," said Eric Bauman, CEO of eBaum's World Inc. "He has helped restore the positive image and dignity that comes with being a champ."

Attitude Says It All!

It is Rock's sense of humor and intelligence that prompted eBaum's World to become a part of the team, and participate in this title fight! Rahman and eBaum's World have many parallels, as eBaum's World is the best in the industry and Rahman is a current 2-time WBC Heavy Weight Champion. They both have a sense of humor and the ability to share with the world that they have what it takes!

A Bit of History

The relationship between Hasim Rahman and eBaum's World goes back to July 2004 when Eric Bauman met Rahman in Rochester, NY at "Fight Night at Frontier". The two hit it off and eBaum's World has teamed up with Rahman three times

previously but this is the first time they both hook up as champions.

About www.ebaumsworld.com

eBaum's World is the most well-known source on the Web for finding hilarious video clips, and so much more. Seen in Maxim, FHM, and STUFF Magazines, heard on Howard Stern, and seen on VH1, eBaum's World is the ultimate website. Whether you want to download your favorite video or play flash games, www.ebaumsworld.com offers something for everyone with a sense of humor.

About Hasim 'Rock' Rahman

After debuting as a professional boxer in December, 1994, Hasim Rahman won 29 straight bouts. Known as 'Rock' he is not only devastating in the ring, but out of it as well. Earning the title of the Undisputed Heavyweight Champion once before, he is aiming to defend his new title. Hasim Rahman's career record: 40-5-1 with, 33 knockouts.

More information regarding the fight can be found at:

http://www.hbo.com/boxing/columns/rahman_toney/borges.shtml

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