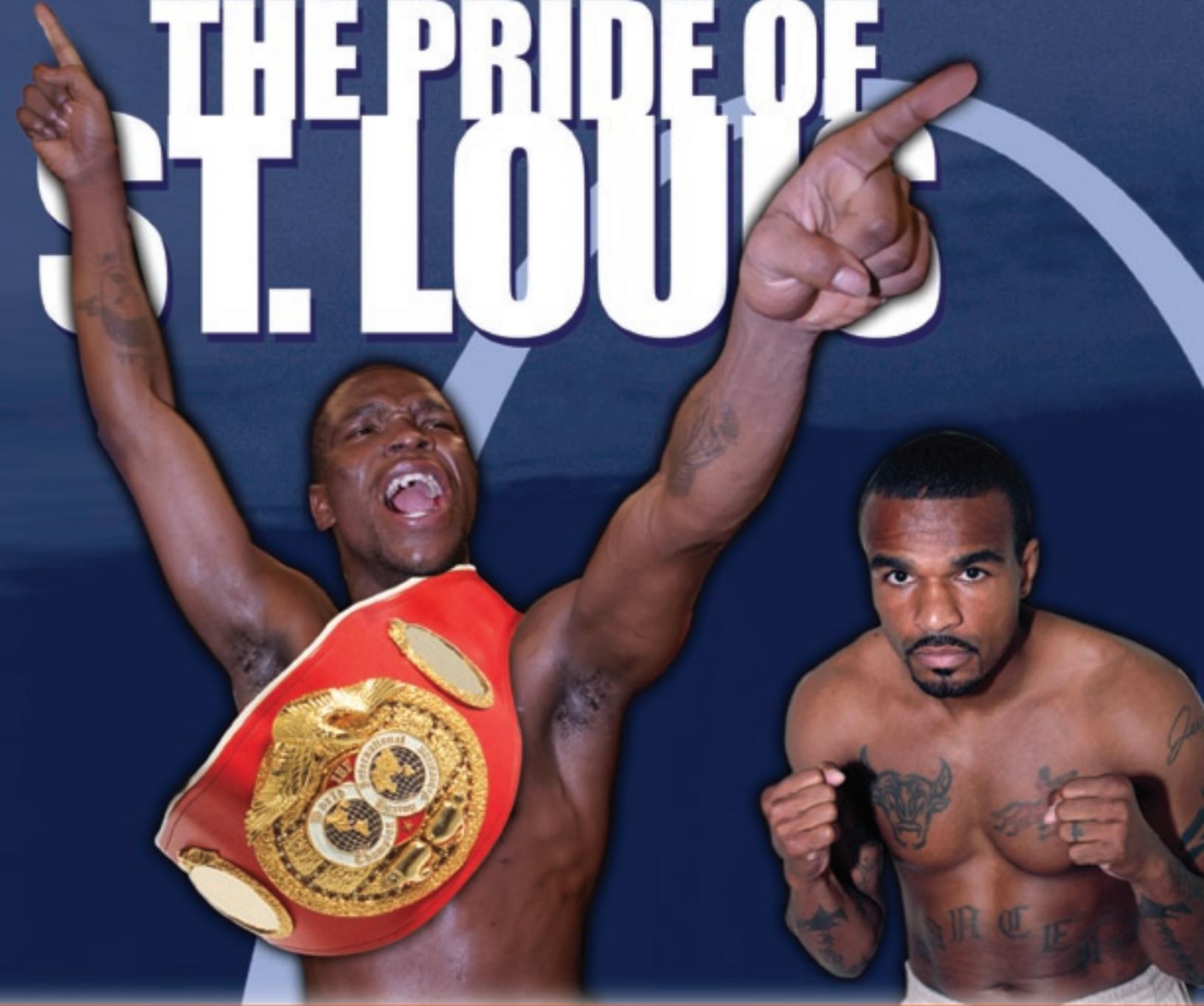


Don King Productions Presents:

THE PRIDE OF ST. LOUIS



IBF JUNIOR MIDDLEWEIGHT CHAMPIONSHIP
CORY SPINKS vs VENO PHILLIPS

OFFICIAL PROGRAM

THURSDAY MARCH 27, 2008

SCOTTRADE CENTER



It's not TV. It's **DONKINGTV.com**



DON KING PRODUCTIONS PRESENTS
THURDAY MARCH 27, 2008 SCOTTRADE CENTER ST. LOUIS, MO.

IBF JUNIOR MIDDLEWEIGHT CHAMPIONSHIP (Mandatory)
12 ROUNDS

Cory "Next Generation" Spinks

IBF World Champion - Former Undisputed Champion
St. Louis, Mo.
36-4 (11 KOs)

Verno Phillips

Former Two-Time World Champion
Denver, Colo. (Belize)
41-10 (21 KOs)

WBC CONTINENTAL AMERICAS & WBA FEDELATIN SUPER LIGHTWEIGHT CHAMPIONSHIP
12 ROUNDS

Devon Alexander "The Great"

Undefeated WBC Continental Americas Champion
St. Louis, Mo.
14-0 (8 KOs)

Miguel "Miguelito" Callist

WBA Fedelatin Champion
Colon, Panama
24-6-1 (17 KOs)

Marcus "Too Much" Johnson

Powerful Undefeated Prospect
Killeen, Tex.
12-0 (9 KOs)

SUPER MIDDLEWEIGHT ATTRACTION
8 ROUNDS

Francisco "The Wizard" Palacios

Undefeated Contender
Bayamon, Puerto Rico
13-0 (7 KOs)

CRUISERWEIGHT ATTRACTION
8 ROUNDS

Zack Page

Slick & Savvy
Warren, Oh.
14-18-1 (5 KOs)

Bermane "B-Ware" Stiverene

Hard-Punching Canadian
Montreal, Canada
13-1 (13 KOs)

HEAVYWEIGHT ATTRACTION
8 ROUNDS

Jimmy Haynes

Experienced Kentuckian
Corbin, Ky.
18-14-2 (8 KOs)

Kertson Manswell

Undefeated Prospect
Trinidad-Tobago
14-0 (12 KOs)

HEAVYWEIGHT ATTRACTION
8 ROUNDS

Cerrone Fox

Hard Punching Traveler
Benton Harbor, Mich.
8-7 (8 KOs)

John "Action" Jackson

Miami, Fla.
10-1 (10 KOs)

LIGHTWEIGHT ATTRACTION
8 ROUNDS

Leroy Newton

Michigan City, Ind.
6-10-1 (4 KOs)

Angelo "La Cobra" Santana

Pinar del Rio, Cuba
1-0 (1 KOs)

SUPER LIGHTWEIGHT ATTRACTION
4 ROUNDS

Rasool Shakoor

Jackson, Mich.
1-2 (1 KOs)

THERE WERE TIMES WHEN I THOUGHT I COULDNT
LAST FOR LONG

BUT NOW I THINK I'M ABLE TO CARRY ON

IT'S BEEN A LONG, BEEN A LONG TIME COMING

BUT I KNOW A CHANGE IS GONNA COME,
OH YES IT WILL

SAM COOKE "A CHANGE IS GONNA COME",
FEB. 1964

"YOU KNOW, THEY SAID THIS DAY WOULD
NEVER COME.

THEY SAID OUR SIGHTS WERE SET TOO HIGH.

THEY SAID THIS COUNTRY WAS TOO DIVIDED,
TOO DISILLUSIONED TO EVER COME TOGETHER
AROUND A COMMON PURPOSE.

BUT ON THIS JANUARY NIGHT,
AT THIS DEFINING MOMENT IN HISTORY,
YOU HAVE DONE WHAT THE CYNICS
SAID WE COULDNT DO.

WE ARE CHOOSING
HOPE OVER FEAR.

WE ARE CHOOSING
UNITY OVER DIVISION,
AND SENDING A POWERFUL MESSAGE
THAT CHANGE
IS COMING
TO AMERICA.

SENATOR BARACK OBAMA
JANUARY 2008

"REMEMBER IOWA"
DON KING

THE PRIDE OF ST. LOUIS

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Dear Boxing Fans:

On behalf of Sports Capital Partners and the staff of Scottrade Center, I would like to welcome you to tonight's "Pride of St. Louis" championship fights.

We are proud to welcome back Don King Productions and look forward to a night of world-class professional boxing, highlighted by the main event featuring St. Louis' own Cory "The Next Generation" Spinks as he fights to retain his IBF junior middleweight championship against Verno Phillips. We will also cheer on fellow St. Louisan and undefeated WBC Continental Americas Champion Devon Alexander "The Great" in his quest to continue his winning streak.

"Pride of St. Louis" is consistent with our mission at Scottrade Center to bring an elite brand of sports and entertainment to St. Louis. We strive to do "whatever it takes" at all of our events to provide guests with quality service, comfort and of course, a great time. We hope tonight will be no different.

Sincerely,

Dennis Petrullo
Senior Vice President and General Manager
Scottrade Center



It's great to be back at Scottrade Center in St. Louis!

This will be our third boxing promotion in this building, and like all the others, two things have been in common during every event we have done here: Cory Spinks and Devon Alexander.

We made history here on Feb. 5, 2005, when Arch Rivals... Meet Me in St. Louis featuring Cory Spinks vs. Zab Judah II sold 22,370 tickets, the second-largest attendance for a boxing match at an indoor arena in history. What a night that was.

We returned on July 8, 2006, with Gateway to Glory where Cory Spinks moved up to 154 pounds to face International Boxing Federation champion Roman "Made in Hell" Karmazin. Cory turned in one of the best performances of his career, winning a majority decision.

Cory is still the IBF junior middleweight champion and he'll have his hands full tonight against former three-time world champion Verno Phillips, from Belize now living in Denver.

Cory's protégé Devon Alexander, now 21, is still unbeaten, and St. Louis can be proud to have two champions hailing from the Gateway City now that Devon has picked up the World Boxing Council Continental Americas super lightweight championship. He'll be in tough tonight against Miguel Callist from Colon, Panama.

That's why I have named this fight card "Pride of St. Louis" because tonight is all about these two tremendous fighters. It's the best of today in Cory and the best of tomorrow in Devon, and the best part of all is they both hail from "The Lou."

Thank you very much for coming out tonight and supporting your hometown fighters. When you support them you support yourself because it's a Lou thing!

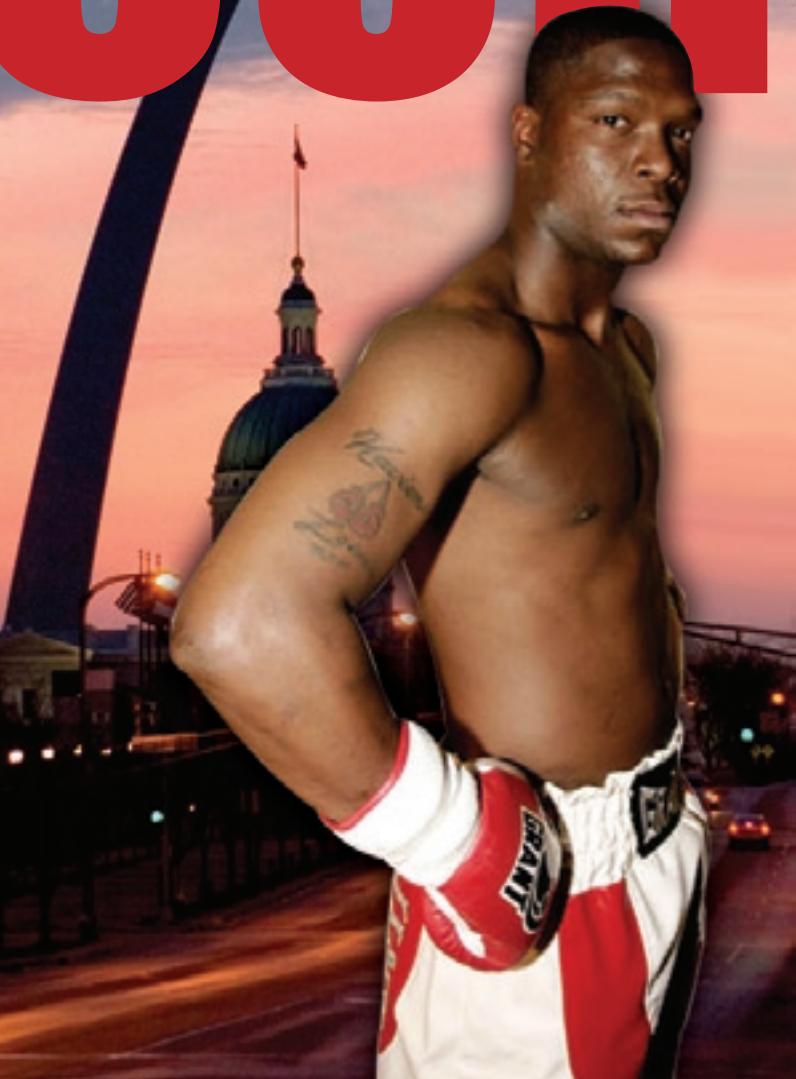
Please take a moment with me tonight to remember all the brave men and women of the United States Military who are working to maintain our liberties.

Sincerely,

Don King

Don King
President & CEO
Don King Productions

CORY SP



For a boxer there is nothing like defending his world championship in front of a capacity crowd in his hometown. Cory Spinks, a son of St. Louis boxing royalty, knows that feeling all too well. He has done it twice.

Spinks, the International Boxing Federation junior middleweight champion, will defend his title for a third time before his hometown fans when he takes on former three-time world champion Verno Phillips at the Scottrade Center tonight.

It is also a homecoming of another sort for Spinks as he settles back into the 154-pound division after venturing up to test the waters at middleweight against former champion Jermain Taylor in his last fight. Spinks lost a

split decision in a fight that saw mixed reactions from the fans who watched it. Some thought Spinks, who boxed and used his speed to counter Taylor's power, won the fight. Some felt that Taylor did enough to prevail.

For Spinks, with a record of 36-4 with 11 KOs, this is an opportunity to settle back into his weight class and defend his title. Phillips represents the kind of experienced opponent who still poses a problem for boxers who aren't clearly focused on the task at hand. Phillips, who has a record of 41-10-1 with 21 KOs, has ripped off three straight victories since losing a close controversial decision to Ike Quartey back in 2005.

Spinks wasted no time letting everyone know that he was going to send the 38-year old Phillips into retirement.

"I know Verno is a veteran that knows his way around the ring. But I want a moment of silence for Verno Phillips's career because I'm going to put it to rest."

It is a bold statement, but the crafty southpaw can back it up as he proved against some of the toughest boxers in the game – Roman Karmazin, Zab Judah and Ricardo Mayorga. That's because his DNA is hardwired for boxing.

Spinks, 30, was born just five days after his father, Leon, pulled off one of the biggest upsets in boxing history by beating Muhammad Ali on Feb. 15, 1978. Seven years later his uncle, Michael, pulled off another major upset when he defeated the previously undefeated Larry Holmes for the IBF heavyweight championship. Spinks has the distinction of being the only boxer whose father and uncle were heavyweight champions of the world.

That presents a high standard to live up to. But Spinks has carved out his own niche in boxing by winning the undisputed welterweight and junior middleweight titles.

Spinks won the undisputed welterweight title with a masterful boxing display against the hard-punching Ricardo Mayorga in Atlantic City, N.J. on Dec. 13, 2003. Mayorga went out of his way to insult Spinks and his family. But Spinks kept his cool and boxed circles around

INKS

THE NEXT GENERATION

by TIM SMITH

the Nicaraguan slugger to win a unanimous decision. Spinks didn't want to rest on his laurels and immediately put the titles on the line against the always dangerous Zab Judah. In a seesaw battle, Spinks won a narrow unanimous decision. That set up a rematch, which Spinks wanted to hold in his hometown.

The fight was slated for the Savvis Center and all 22,370 tickets were purchased in the first two days, setting the stage for a pressure-packed drama for Spinks. It was the second-largest audience to watch a boxing match indoors in the U.S.

Spinks could not escape Judah's speed and power this time and Judah battered Spinks before the referee stopped the fight at 2:49 of the ninth round. It was a devastating loss for Spinks. He took 18 months off to regroup. When he came back he decided that he was going up in weight and campaign at 154 pounds. But he eschewed conventional wisdom and decided that he wasn't going to take a tune up at the weight before going for a world title.

He and his manager, Kevin Cunningham, also decided that they were going to come right back to St. Louis, to the Savvis Center, for that next fight. Spinks agreed to fight Roman Karmazin, a Russian brawler who had beaten Kassim Ouma for the title.

At the time Cunningham said the fight was about redemption. "The people of St. Louis didn't see the best Cory Spinks. Now they will. We owe this to them," Cunningham said.

Spinks, appearing bigger, stronger and faster than he was for the Judah fight, controlled the fight from the opening bell throwing his jab and following it with quick lefts. Karmazin was caught off guard by Spinks' attack. Spinks won a majority decision and had regained the luster and esteem that he had lost in the Judah fight. He also picked up his second world title.

Spinks will try to continue that magic against Phillips tonight and give his hometown fans another reason to be proud of a member of St. Louis first-family of boxing.





VERNO PHILLIPS

by FRANKLIN MCNEIL

There are junior middleweights who hit harder than Verno Phillips, but not many. Some have stiffer jabs, tighter defense and better overall technique. But no one poses a greater threat to the reign of IBF champion Cory Spinks.

Phillips is 38 years old and has a professional mark of 41-11-1 (21 KOs). At an age when most fighters are cleaning up loose ends before closing out their careers, Phillips shows no sign of slowing down. The former IBF 154 pound champ is eager to reclaim the title he wore briefly in 2004.

Many believe Phillips will accomplish that goal tonight with a victory over Spinks. He still has the tools to get the job done: His reflexes remain sharp and his punch hasn't lost its sting.

Phillips has won three in a row against solid competition: Juan Carlos Candeló, Teddy Reid and most recently Eduardo Sanchez. However, it is not the win streak that validates Phillips' status as a legitimate contender, but his performance in two bouts he lost.

After stopping Carlos Bojorquez on June 5, 2004, in six rounds to win the vacant IBF title, Phillips

made his first defense against Kassim Ouma. It was a rematch between the two "Ouma won the first meeting Sept. 7, 2001, by unanimous decision.

Knowing Ouma was a fast starter, Phillips decided to beat him to the punch. He jumped on Ouma quickly, throwing and landing more punches.

Outworking Ouma, a high-volume puncher, is no easy feat. Phillips maintained his high work output for several rounds, before Ouma found his rhythm at the contest's midway point.

After 10 rounds, the fight was even. But Ouma controlled the final two rounds to earn a unanimous decision.

Phillips, a native of San Pueblo, Belize, who currently calls Denver home, made no excuses after failing to retain his title. He had performed better in the past, but gave Ouma his due.

"I trained very hard for (that) fight" Phillips said. "He kept up the pressure and I couldn't move the way I wanted. I thought I could box and move, but he was the better man that night."

Phillips refused to allow an opponent to outbox him again. He showed his versatility June 18, 2005, against former WBA welterweight champion Ike Quartey.

As in his fight with Ouma eight months earlier, Phillips got off to a fast start. Using his jab effectively to set up power shots, he staggered Quartey in the first and second rounds.

The power display, however, would soon work to Phillips' disadvantage. He strayed too far from his fight plan " which called for a steady diet of left jabs, with a few right hooks mixed in " and began throwing mostly hard rights.

While rounds three through eight would be closely contested, Quartey won them all on the judges' cards. That would change in the ninth when Phillips went back to using his jab to set up punches and eventually caught Quartey with a left hook.

The punch sent Quartey to the canvas. Phillips would send Quartey to the canvas a second time in the round with a right, but referee Randy Phillips' "no relation" ruled it a slip.

Two of the three judges scored the 10th round for Phillips. And had the second knockout in the ninth not been ruled a slip, Phillips-Quartey would have ended in a draw.

X-rays later revealed Phillips had broken his right hand during the bout. It didn't seem that way to Quartey, who made it known he came close to being knocked out by Phillips.

"I didn't think Verno was that hard of a puncher," Quartey said. He landed a perfect shot and I was just trying to hang on."

In his three most recent fights, Phillips has successfully combined his boxing and slugging skills. He beat Canelo and Sanchez by lopsided unanimous decisions. Reid was stopped in twelve.

Phillips knows he can win a boxing match or slugfest. He is prepared to take Spinks' crown no matter how the champion comes at him. All he asks is that Spinks comes to fight.

"I know you don't have a punch, so don't run," Phillips said to Spinks recently. "Don't run, don't make me chase you."



Don King in Iraq



and Military Tribute





Headquarters
Multi-National Force – Iraq
APO AE 09342-1400

November 24, 2007

Mr. Don King
501 Fairway Drive
Deerfield Beach, FL 33443

Dear Mr. King,

On behalf of the Soldiers, Sailors, Airmen, Marines, and Coast Guardsmen of Multi-National Force – Iraq, thank you for your visit. I know it was a real treat for the soldiers at FOB Warhorse to be able to witness you facilitate “The Brawl” between world champions Ricardo Mayorga and Fernando Vargas live from Baqubah. This event is just the latest example of the generous support you continue to provide to our troopers, and I hope you will accept the enclosed gift as a small token of our appreciation for what you do for our servicemen and women.

As you know, our forces are enduring some very tough conditions as they carry out their tasks—especially in cities like Baqubah. Over the last five months there, our troopers cleared the city block by block, taking it back from Al Qaeda-Iraq. Now, alongside our Iraqi partners, our troopers are helping to reestablish security and stability in this important city. Your willingness to travel to FOB Warhorse and visit these courageous troopers provided them with a welcome break from their operations and tangibly reminded them of the support they have back home. And by increasing their morale, you helped increase their combat readiness.

Thanks again for everything you and your staff did to make this great event happen.

*Thanks so much for
your wonderful support
of our troopers!*

Army Strong and Air Assault!

Dave Petraeus

David H. Petraeus
General, US Army
Commanding



Photos by Kimia Zabihyan

DEVON ALEXAN THE GREAT

By RON BORGES



Devon Alexander knows exactly what he is. He's hot. Very, very hot.

"I'm on the rise," promoter Don King's undefeated young prospect said recently after beating up former world champion DeMarcus Corley in a fight in which even his often hard-to-please trainer Kevin Cunningham conceded, "I thought Devon won every round."

That's not because Cunningham was being particularly generous. It's because it was probably true.

"I'm a man on a mission to become undisputed 140-pound) champion of the world," Alexander continued. "I train every day for that."

The 21-year-old pride of St. Louis intends to take another step in that direction tonight at the Scottrade Center when he tests his mettle against a man 12-years his senior, ring veteran Miguel Callist, in a steppingstone fight for Alexander that carries with it another of the minor title belts he believes will soon lead him to where he most wants to go - to the top of the junior welterweight division.

Alexander (14-0, 8 KO) presently holds the World Boxing Council Continental Americas super lightweight title and will try to add the World Boxing Association FEDALATIN super lightweight championship presently in the possession of Callist (24-6-1, 17 KO). These are the type of challenges young fighters looking to prove themselves must overcome on their way to world title contention. Alexander understands this and long ago accepted that the road he has chosen would not be easy.

Tonight's experience is the thing Alexander will most have to overcome. Callist in fact has more knockouts than Alexander has professional fights, a situation not unlike the one he faced in his last fight when he was facing a far more seasoned professional in Corley, who had Floyd Mayweather, Jr. in trouble and more than held his own against Zab Judah before succumbing to both.

"Miguel Callist is no joke," said Cunningham, who also handles IBF junior middleweight champion Cory Spinks. "Devon's going to have to be ready because somebody is going to leave that ring with two championship belts."

Fights like this are the proving ground for young prospects and perhaps none comes with higher

DER



expectations than Alexander, whom King has publicly said is the top young fighter he has under contract. When Cunningham considers the future of the young man he has trained since he was seven and first walked into his Hyde Park boxing club in one of St. Louis' highest crime districts he thinks first of Spinks, who reigns supreme at the moment in St. Louis. Then he thinks of what might come next.

"We've got Cory Spinks, who is the present," Cunningham said. "And we've got Devon Alexander. He's the future."

According to ESPN.com boxing analyst Dan Rafael if that's the case the future is bright for boxing in St. Louis. After Alexander's impressive victory over Corley, Rafael rhapsodized: "Look out boxing world. Here comes Alexander, a skilled fighter with a bright future...(He) was impressive and methodical as he scored the best win of his young career by easily handling Corley, a skilled and experienced former titleholder. Alexander is going to be much better after this fight. He learned a lot from Corley and proved to himself he can go 12 rounds, after never having been deeper than seven."



Alexander agreed, both with Rafael's assessment of his future and of the importance of now having gone 12 rounds against a seasoned opponent.

"It was hard because it was my first 12 rounder but it felt great to go 12 rounds," Alexander said after the Corley fight. "I was pressing hard for a knockout in the early rounds but my coach told me to settle down and just do what I do. I'm ready to do more and I know I will do even better in the future."

That is certainly Don King's hope beginning tonight against Miguel Callist, who lost a world title shot against Lakva Sim for the WBA lightweight title nearly four years ago but has now won six of his last seven with the only loss coming against undefeated Marcos Rene Maidana.

Devon Alexander understands what that kind of experience means but he also understands something else. He understands he's on the rise, which means Miguel Callist has got to fall for that to continue.



MIGUEL CALLIST

By ROBERT ARTHUR



After spending the last fifteen years as a professional boxer, Panama's Miguel "Miguelito" Callist, is ready to rumble.

"I've been a boxer for a long time," says the multi-lingual 33-year old Callist. "I know I have the talent, but I've now decided to give my career a dedicated effort. I want to become a world champion and beating a young contender will send a loud message."

The WBA's longtime contender from Colon, Panama, won the Fedelatin championship on July 3, 1999 stopping the tough Douglas Villarreal in two rounds. His reputation and status grew quickly as he made four successive defenses of that lightweight crown.

The bright Callist, was on a tear, winning 12 straight and earning him a shot at the WBA lightweight championship. On April 10, 2004 he met young veteran Lakva Sim for the vacant crown and was stopped in five fast-paced rounds at Mandalay Bay in Las Vegas.

"It just wasn't me," he says "He had experience in big fights and I just came up short. I was very upset with myself for losing a fight I should have won."

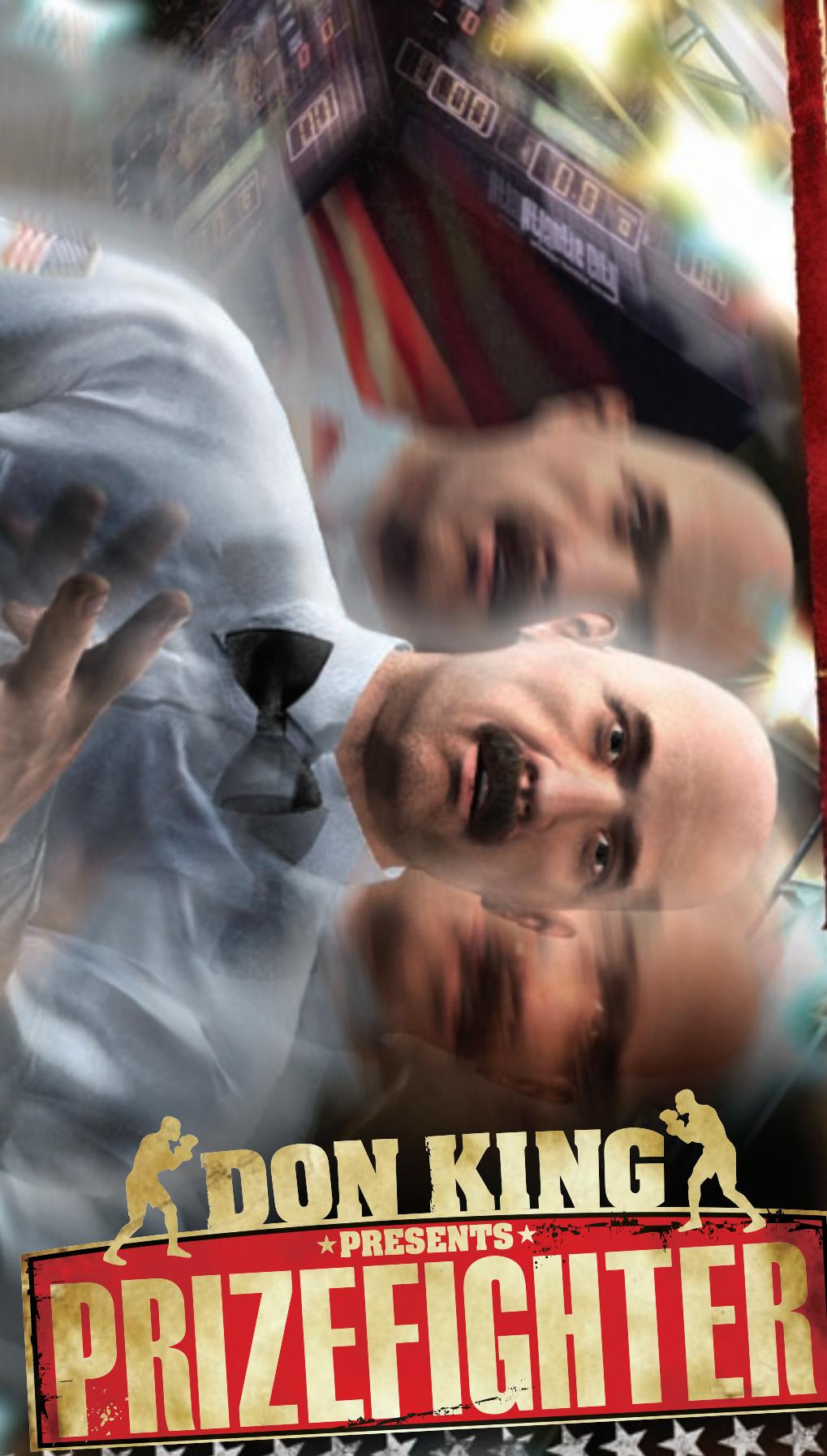
Tonight he faces a young undefeated Devon Alexander 14-0 (9 KOs) who is the WBC Continental Americas champion and the former WBC youth champion. He beat the former world champion DeMarcus "Chop Chop" Corley in Madison Square Garden this past January 19th.. Alexander is only 20 years old, but is recognized as one of the best young prospects in the world.

"He's young, fast and talented," Callist points out. "We're both southpaws who use speed and smarts I expect a tough fight, but I'm the experienced fighter here and a victory over him will help me get another crack at a world championship."

Callist, 24-6-1 (17 KOs), spent a lot of time in the States, where he has relatives. He speaks very good English and has considered becoming a full-time trainer after he has finished his career.

"I've been around the sport most of my life," he explains. "I have become a student of boxing and have been with some very good trainers.. I have helped train many of the young boxers and found that I really enjoy it.. I'm not ready to hang up my gloves just yet – this is a unification and two titles are at stake – it's a big fight and I'm ready to rumble."





**FIGHT TO LIVE
LIVE TO FIGHT**



THIS IS YOUR STORY.
From challenger to champion.
Through adversity and triumph.
Will you go down in history,
OR JUST GO DOWN?
You've got ten seconds.



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COMING JUNE 10TH



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XBOX 360[®] LIVE



TOP

10

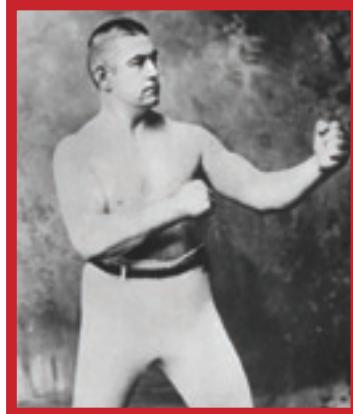
moments in St. Louis Boxing History

1. "The Championship of America" - Bare knuckle prizefighting was born in England in 1719 and that country bred string of "world" champions that went unchallenged until 1860. In 1849, the U.S. crowned its first national champion and in 1860 sent its best fighter, California's John C. Heenan, to challenge English champion Tom Sayers for the first legitimate world championship fight. The fight was a draw after 42 round (rounds ended when one man was knocked down. A round could last 30 seconds or 30 minutes and the man knocked down had 30 seconds to recover, or he would lose by knockout. All fights were to a finish - or until police stopped them. Bare-knuckle prizefighting was illegal). The championship was vacant and in the 1860s, Europe's best fighters came to America to lay claim to the title. The St. Louis area was home to two championship matches.

On June 15, 1869, at Foster Island, an Irishman and Englishman met for the Championship of America. Mike McCool, an Irishman living in Cincinnati, met sunken-chested Tom Allen, a saloon owner in St. Louis originally from Birmingham, England. McCool punished Allen early, but faded and lost in a referee's decision that satisfied few.

McCool and Allen met again on Sept. 23, 1873 in a field just outside St. Louis. This time Allen whipped McCool badly over 20 minutes and McCool gave up after the seventh round. Allen declared himself Champion of America.

2. The Great John L. - The most famous athlete of the 19th century was John L. Sullivan, an Irish Bostonian who claimed the world heavyweight championship from 1882 to 1892. After winning the title, Sullivan embarked on an 18-month



tour of the United States, meeting all challengers and giving sparring exhibitions (the tour helped make Sullivan the first athlete in history to earn \$1 million). In the Spring of 1884, Sullivan performed in St. Louis. Nobody in the outdoor crowd met his challenge to last 4 rounds with him (and win \$500), so Sullivan sparred for his audience. By chance, another performance troupe was in St. Louis that day - Buffalo Bill's "Wild West Rocky Mountain and Prairie Exhibition." To the audience's delight, the groups hooked up and performed a skit where Sullivan and his group were rescued from attacking Indians by Buffalo Bill and Annie Oakley. After the impromptu performance, the traveling troupes had a barbecue at General Williams Sherman's house.

3. Attel v. Regan - The first gloved world championship fight in St. Louis took place on Sept. 3, 1903. Abe Attel won a 20-round decision over Johnny Reagan at the West End Athletic Club to win the vacant featherweight world champion ship. Attel would go on to defend his title 21 times, establishing himself as one of the greatest 126-pound boxers ever. However, Attel became more famous among sports fans in another sport - baseball. Attel was the bag man for bribe money given to the 1919 Chicago White Sox to throw the World Series.

4. The city's biggest fight in history - The biggest fighter ever to perform in St. Louis produced its biggest gate. Italian strongman Primo Carnera - all 6-foot-6, 250 pounds of him - drew 17,530 paying customers to see him fight Chuck Wiggins on March 17, 1930. Carnera was discovered in a circus by a French businessman, who turned the affable Carnera to boxing and brought the Italian to America to improve his skills. The mafia bought Carnera's contract and also bought off many of his opponents - including Wiggins. According to one report, Wiggins, after receiving a light left hook in the second round, "managed a truly elegant dive through the ropes,



headfirst, to the delight and amazement of Carnera." The Italian went on to win the world championship in 1932 and lost it in his first title defense the following year.

5. Triple-crown champion - Henry Armstrong was the greatest boxer ever produced by St. Louis and is mentioned by contemporaries in the same breath with Sugar Ray Robinson and Joe Louis as one of the three greatest fighters ever. Armstrong accomplished a feat that will never be equaled in the sport - in the day where there were only eight weight classes (there are now 17) and a single world champion in each weight class (there are now too many to count) Armstrong held three titles simultaneously; i.e., in 1937 three of boxing's eight world champions were Henry Armstrong. "Hammerin' Henry" fought in St. Louis four times and defended his welterweight title in the city on Jan. 4, 1940, knocking out Joe Ghouly in 5 rounds.

6. Joe Louis v. Tony Musto - the city hosted its only gloved world heavyweight championship fight on April 8, 1940, when the Brown Bomber met local

hero Tony Musto. Some 17,371 paid \$52,993 to see Louis handle Musto with ease, stopping him in 9 rounds. Louis was on a tour that year, fighting local heavyweights at nearly one bout a month, which prompted one sportswriter to call Louis's campaign "The Bum of the Month Club." Musto

was nicknamed "Baby Tank" and he was game, but Louis had just fought 11 days prior and didn't exert himself. "He was a local boy and he tried," is what Louis remembered of Musto.

7. Native son - The first man born in St. Louis to win a world championship was Virgil Akins, who took the vacant welterweight championship on June 5, 1958 by knocking out Vince Martinez in 4 rounds. Akins turned pro at age 20 and toiled for 10 years before getting his shot at Martinez. Six months later, Don Jordan lifted the title from Akins on a 15-round decision. In April 1959 famed St. Louis promoter Sam Muchnick lured Jordan to St. Louis for a rematch, but again Akins lost a decision.

8. Moore v. Maxim - In the 1940s, the best light-heavyweight in the world was Archie Moore. But like many black fighters of his generation, his title shot came long after he deserved it. Moore was 36 years

old when he met champion Joey Maxim in St. Louis on Dec. 17, 1952. Moore was a former St. Louis resident who had first boxed in the city in 1936 and had since performed a total of 14 times in St. Louis rings. His record was an amazing 142-20-9 when he fought Maxim - Moore accepted the paltry purse of \$800 to get the title shot. He won and held it for nearly 10 years, retiring in 1963 having knocked out 145 men - the most in boxing history.

9. Sonny Liston - The most feared heavyweight in history - in and out of the ring - made his reputation in St. Louis. Charles "Sonny" Liston was the last of 25 children born in an Arkansas shack. Liston made his way to St. Louis as a youth to search for his mother - she had left her impoverished surroundings to stay with relatives. Liston had no money, no identity and didn't even know his age - nobody had ever told him his birthday. But he did have his fists and the overgrown teen gained a reputation as a street fighter. St. Louis police arrested Liston for a string of robberies (he wasn't hard to find, as cops busted him wearing the same bright yellow shirt he wore for every robbery) and Sonny learned to box in jail. When released in 1953, he won 33 of 34 pro fights (11 in St. Louis) before knocking out champion Floyd Patterson in 1962.



10. The Spinks Brothers - Boxing history's most famous paternal one-two punch were born and raised here. Leon and Michael Spinks both won Olympic gold medals at the 1976 Montreal Olympics - Leon as a light-heavyweight, Michael as a middleweight. And both men went on to win the heavyweight championship, the only brothers to accomplish that feat. Older brother Leon was first, scoring one of boxing's biggest upsets in beating Muhammad Ali in 1978 in just his eighth pro fight. Ali beat Leon six months later and Spinks' short, spectacular pro career went downhill from there. Michael picked up the slack in 1985, moving up from light-heavyweight (he was world champion in that weight class) to become the first man to beat Heavyweight Champion Larry Holmes. Michael was the first light-heavyweight champion in history to win the heavyweight crown.

Photos Courtesy of Ring Magazine

DON KING CAREER FACTS



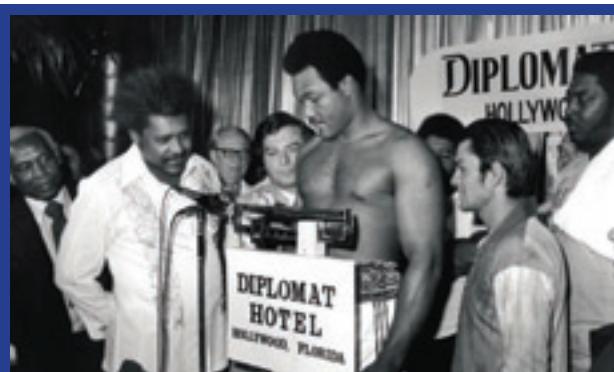
- World-renowned promoter of boxing luminaries including Muhammad Ali, "Smokin" Joe Frazier, "Big" George Foreman, Larry "The Easton Assassin" Holmes, "Iron" Mike Tyson, "Sugar" Ray Leonard, Roberto "Manos de Piedra" Duran, Julio Cesar Chavez, Evander "The Real Deal" Holyfield, Roy Jones Jr., Felix "Tito" Trinidad, Bernard "The Executioner" Hopkins, Ricardo "Finito" Lopez, Salvador Sanchez and Wilfredo Gomez, to name a few.



- Promoter of over 500 world championship fights—so far. Nearly 100 boxers have earned \$1 million or more in Don King Productions-promoted fights—so far.
- Don King Productions holds the distinction of having promoted or co-promoted seven of the 10 largest pay-per-view events in history, as gauged by total buys, including: Holyfield vs. Tyson II, 1.99 million buys, June 1997; Tyson vs. Holyfield I, 1.6 million buys, November 1996; Tyson vs. McNeely, 1.58 million buys, August 1995; and Bruno vs. Tyson, 1.4 million buys, March 1996.
- Don King Productions holds the distinction of having promoted or co-promoted 11 of the top 15 highest-grossing live gates in the history of the state of Nevada including four of the top five: Holyfield vs. Lewis II, paid

attendance: 17,078, gross: \$16,860,300 (NOTE: Also second-highest live-gate gross for any event in the history of the world.), date: Nov. 13, 1999; Holyfield vs. Tyson II, paid attendance: 16,279, gross: \$14,277,200, date: June 28, 1997; Holyfield vs. Tyson I, paid attendance: 16,103, gross: \$14,150,700, date: Nov. 9, 1996; Tyson vs. McNeely, paid attendance: 16,113, gross: \$13,965,600, date: Aug. 19, 1995; and De La Hoya vs. Trinidad, paid attendance: 11,184, gross: \$12,949,500, date: Sept. 18, 1999. (Second-most pay-per-view buys ever for a non-heavyweight fight, 1.4 million.)

- His first boxing promotion is staged on Monday, Aug. 28, 1972, a charity even to benefit the minority Forest City Hospital featuring Muhammad Ali in his hometown Cleveland Arena, which becomes the second-largest gross in history for a boxing exhibition (\$80,000).
- First to guarantee the then unprecedented amount of \$10 million, split between Muhammad Ali and George Foreman to participate in the classic Rumble in the Jungle in Zaire, Africa, on Oct. 30, 1974. This prizefight also holds the place in history of being the first television boxing event to be viewed by one billion people worldwide.



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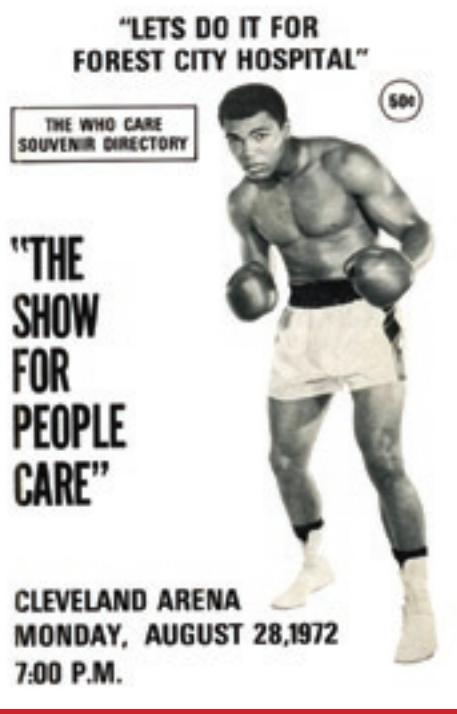
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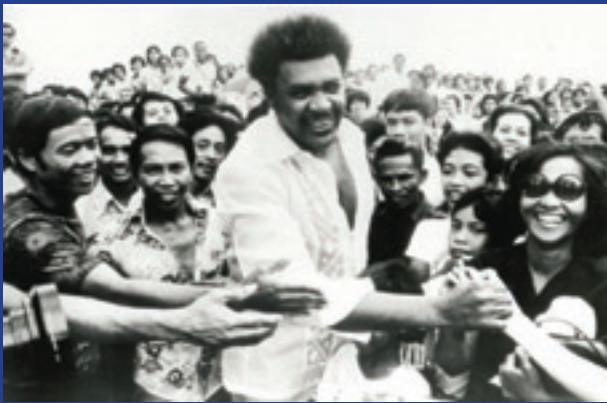


- First to receive \$1 million to deliver a prime-time network television match for Muhammad Ali vs. Ron Lyle on May 16, 1975.
- Promoted the classic third and final epic battle between Muhammad Ali and Joe Frazier dubbed by King as the Thrilla in Manila viewed by over one billion people worldwide on Oct. 1, 1975, in Quezon City, Philippines.
- First promoter to sell a fight for \$2 million to a network featuring heavyweight contenders when Ken Norton faced Jimmy Young on ABC at Caesars Palace in Las Vegas, Nev., on Nov. 5, 1977.
- First promoter to sell Home Box Office a heavyweight world-title fight telecast for I Love New York featuring Larry Holmes vs. Mike Weaver at Madison Square Garden in New York City on June 22, 1979. He declined an \$800,000 bid from ABC in favor of HBO for \$125,000.
- Promoter of The Last Hurrah featuring Larry Holmes vs. Muhammad Ali, which produced the then-largest live gate in history, \$6 million, at Caesars Palace in Las Vegas, Nev., on Oct. 2, 1980.
- First promoter to guarantee a boxer \$10 million when he paid that amount to Sugar Ray Leonard to face Roberto Duran at Olympic Stadium in Montreal, Canada, on June 20, 1980.
- First promoter to guarantee \$1 million fight purses to featherweights when Salvador Sanchez met Wilfredo Gomez at Caesars Palace in Las Vegas, Nev., on Aug. 21, 1981. It took 13 years for another boxing promoter to match this feat.
- Promoter of The Pride and the Glory featuring Larry Holmes vs. Gerry Cooney, which produced the then-largest live gate in history, \$8 million, at Caesars Palace in Las Vegas, Nev., on June 11, 1982. The event is also remembered for then being the highest amount paid for a tape-delayed re-broadcast of a boxing match, \$3

million, by ABC.

- Promoted an unprecedented 13 world champions, exclusively, and was the first promoter to stage 23 world championship fights in the same year—1982.
- First promoter to sell Home Box Office a fight for \$2 million for Michael "Dynamite" Dokes vs. Mike Weaver at Caesars Palace in Las Vegas, Nev., on Dec. 10, 1982.
- First promoter to establish his own television network, the Don King Sports and Entertainment Network, in 1982.
- First and only promoter to place two world-heavyweight title bouts on the same card during The Crown Affair, which pitted Larry Holmes against Tim Witherspoon for the World Boxing Council title as well as the second clash between Michael Dokes and Mike Weaver for the World Boxing Association championship in Las Vegas, Nev., on May 20, 1983. First promoter to sell a package to these three television entities: closed circuit, pay television and network television.
- Promoter of the Jackson Five's Jacksons Victory Tour in 1984. This worldwide mega-event grossed \$150 million. Don King then brokered an enormous product-endorsement deal on behalf of Michael Jackson to appear in a series of television commercials for Pepsi-Cola.
- Sold Home Box Office a \$26 million heavyweight elimination series in 1986, which resulted in Mike Tyson being crowned the first undisputed heavyweight champion since Muhammad Ali.
- First promoter to stage 25 world-title bouts in one year, 1986, breaking his record of 23 set in 1982. Named Promoter of the Year by the World Boxing Association for 1986.
- Named Promoter of the Year by the World Boxing Association for 1987.
- Promoter of Once and for All featuring Mike Tyson vs. Michael Spinks, which became the then-highest-grossing event in history exceeding \$13 million at the Trump Plaza Convention Center in Atlantic City, N.J., on June 27, 1988. The fight also held the distinction for the then-largest single payday in history with Mike Tyson receiving an estimated \$22 million and Leon Spinks \$13.5 million.
- Promoter of Ultimate Glory between legendary Mexican champion Julio Cesar Chavez and Hector "Macho" Camacho, which became the then-highest-grossing non-heavyweight fight in history and fastest sellout in the history of the Thomas & Mack Center in Las Vegas, Nev., on Sept. 12, 1992.
- Promoter of the Grand Slam of Boxing featuring four world championship bouts headlined by Julio Cesar

DON KING CAREER FACTS



Chavez facing Greg Haugen, which holds the record for largest in-person paid attendance in boxing history with 132,274 people packed into Estadio Azteca in Mexico City, Mexico, on Feb 20, 1993. (This broke the previous record held by Jack Dempsey vs. Gene Tunney for their fight in Philadelphia, Pa., on Sept. 23, 1926.)

- Promoter of The Fight between Pernell Whitaker and Julio Cesar Chavez attended by 59,995 (the second-highest attendance ever for an indoor bout) at The Alamodome in San Antonio, Tex., on Sept. 10, 1993, which becomes the then-highest-grossing non-heavyweight match in history—breaking his own record for the third time in less than a year. Pay-per-view audience tops 1 million buys.

- Co-promoted Judgment Day between Nigel Benn and Chris Eubank for Benn's WBC super middleweight title, which set the record for highest attendance for a British boxing match, 47,000, on the grounds of the Manchester United Club at Old Trafford Stadium on Oct. 9, 1993.

- Promoter of Explosive Fury: Battle in Puebla featuring Julio Cesar Chavez vs. Andy Holligan, which draws 45,000 people in Puebla, Mexico, on Dec. 18, 1993.

- Promoted, for the second time in his career, more than 20 world-title fights in one calendar year: 22 in 1993. Named Promoter of the Century by the World Boxing Association for 1993.

- First and only promoter to put five world championships on one card—and he did it not once but four times in just over one year: Global Warfare II in the MGM Grand Garden Arena in Las Vegas, Nev., on March 18, 1994; Revenge... The Rematches in the MGM Grand Garden Arena in Las Vegas, Nev., on May 7, 1994 (Frankie Randall v Julio Cesar Chavez II; Gerald McClellan v Julian Jackson II; Simon Brown v Terry Norris II & Azumah Nelson v Jessie James Leija II); The Real Thing in the Bull Ring at the Plaza de Toros in Mexico City on Nov. 12, 1994; and Burden of Proof at Caesars Palace in Las Vegas, Nev., on April 8, 1995.

- First and only promoter to ever hold six world-title fights on the same card—and he did it twice in one year: Judgment Day in Monterrey on Dec. 10, 1994, in Mexico and Unfinished Business on Sept. 17, 1994, in Las Vegas, Nev.

- Promoted an incredible 47 world championship fights in 1994—shattering his previous record of 25 title bouts in 1986. Named Greatest Promoter of All Time by the World Boxing Council in 1994. Named Promoter of the Year by the World Boxing Association for 1994.

- Only boxing promoter named to Sports Illustrated's 40 Most Influential Sports Figures of the Last 40 Years in 1994.

- Promoter of He's Back featuring Mike Tyson vs. Peter McNeeley, which became the then-highest-grossing event in history, \$13,965,500, at the MGM Grand Garden Arena in Las Vegas, Nev., on Aug. 19, 1995. Also marked the first time a boxer (Mike Tyson) received \$25 million for a 10-round fight.

- Named Promoter of the Year by the World Boxing Association for 1995.

- First promoter to pay \$30 million to a boxer when Mike Tyson received that amount to face World Boxing Council champion Frank Bruno in The Championship Part 1 at the MGM Grand Garden Arena in Las Vegas, Nev., on March 16, 1996.

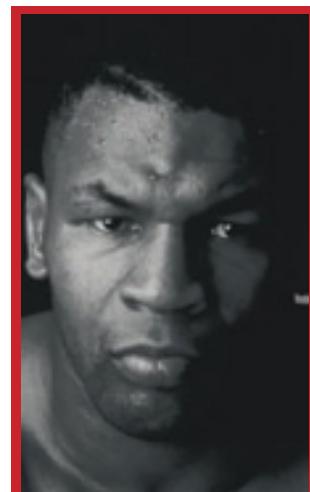
- Promoter of Finally featuring Mike Tyson vs. Evander "The Real Deal" Holyfield, which became the then-highest-grossing event, \$14,150,700, in the MGM Grand Garden Arena in Las Vegas, Nev., on Nov. 9, 1996. It also became the then-most-watched pay-per-view event in history with 1.6 million buys. The match was seen around the world in more than 100 countries—shattering all previous boxing-event viewership records.

- Named Promoter of the Year by the World Boxing Association for 1996.

- Named Promoter of the Decade by the International Boxing Federation in 1996.

- Paid Mike Tyson more than any other athlete in history—\$120 million—during the 15 months between Aug. 19, 1995, and Nov. 9, 1996, to face the following opponents: Peter McNeeley, \$25 million, Las Vegas, Nev., Aug. 19, 1995; Buster Mathis Jr., \$10 million, Philadelphia, Pa., Dec. 16, 1995; Frank Bruno, \$30 million, Las Vegas, Nev., March 16, 1996; Bruce Seldon, \$25 million, Las Vegas, Nev., Sept. 7, 1996; and Evander Holyfield, \$30 million, Las Vegas, Nev., Nov. 9, 1996.

- Promoter of The Sound and the Fury featuring the second pairing of Evander "The Real Deal" Holyfield and Mike Tyson, which grossed more than its predecessor to become the then-highest-grossing event in history, \$14,277,200, at the MGM Grand Garden Arena in Las



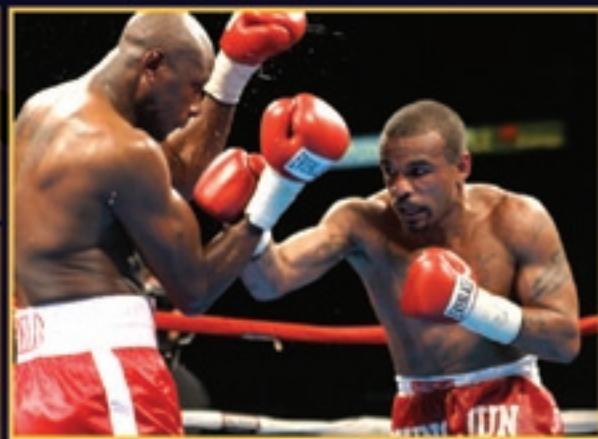


Vegas, Nev., on June 28, 1997. This event also eclipsed its predecessor to become the most-watched pay-per-view event in history with 1.95 million buys.

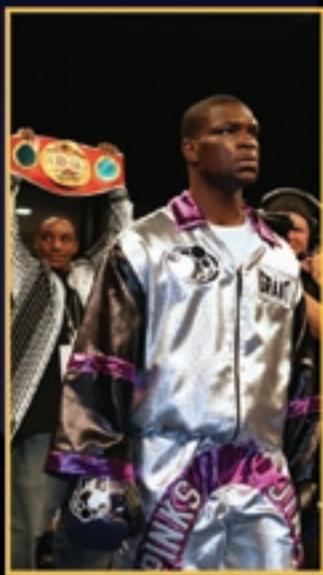
- First promoter inducted into the International Boxing Hall of Fame in Canastota, N.Y., in 1997. Named Promoter of the Year by the World Boxing Association for 1997.
- Named Promoter of the Year by the World Boxing Association for 1998.
- Three streets in Newark, N.J., Irvington, N.J., and Orange, N.J. re-named Don King Plaza in September 1998 in recognition of King's decades-long business and philanthropic efforts in the state of New Jersey.
- Promoter of Kings' Crowning Glory... The Undisputed World Heavyweight Championship between Evander "The Real Deal" Holyfield and Lennox Lewis, which holds the record highest-grossing event ever in Madison Square Garden history and New York state history at \$11,425,494 on March 13, 1999. It also holds the record for the fastest sellout for a boxing event in MSG history.
- Co-promoted the Fight of the Millennium between Oscar De La Hoya and Felix "Tito" Trinidad Jr., which holds the record for highest-grossing non-heavyweight fight, \$12,949,500, at the Mandalay Bay Resort and Casino in Las Vegas, Nev., on Sept. 18, 1999. This match also holds the record for most-watched non-heavyweight pay-per-view event in history at 1.4 million buys.
- Promoted Unfinished Business... Search for the Truth re-match between Evander "The Real Deal" Holyfield and Lennox Lewis, which holds the record for largest gross in history at, \$16,860,300—the event sold out in 90 minutes—at the Thomas & Mack Center in Las Vegas, Nev., on Nov. 13, 1999.
- Named Promoter of the Millennium by the World Boxing Association in 1999.
- Named Promoter of the year 1999 by www.SecondsOut.com
- First promoter to host a boxing card at the AmericanAirlines Arena with Glory & Adventure: A Tale of Two Cities featuring Felix "Tito" Trinidad vs. Mammadou

Thiam on July 22, 2000. The 12,506 paid spectators contributed to a gross of over \$1.2 million.

- Promoted Forces of Destruction featuring Felix "Tito" Trinidad vs. "Ferocious" Fernando Vargas at the Mandalay Bay Events Center in Las Vegas on Dec. 2, 2000. An epic battle that included six knockdowns, Trinidad emerged victorious with a knockout in the final round, which garnered him Fighter of the Year and Fight of the Year honors. Holds record for eighth-largest live-gate gross in the history of the state of Nevada.
- Promoted The Middleweight World Championship Series to determine the first undisputed 160-pound champion since Marvelous Marvin Hagler held that distinction from 1980 through 1987. Longtime International Boxing Federation middleweight champion Bernard "The Executioner" Hopkins outpointed World Boxing Council middleweight champion Keith Holmes in The Theater at Madison Square Garden on April 14, 2001, to advance to the championship round. WBA and IBF 154-pound champion Felix "Tito" Trinidad left his 154-pound titles behind to enter the 160-pound fray and defeated two-time World Boxing Association middleweight champion William Joppy by technical knockout in front of 18,235 fans that comprised the fourth-largest live-gate gross in Madison Square Garden boxing history on May 12, 2001. In the MWCS finale, Hopkins dominated the previously undefeated Trinidad and won the tournament with a dramatic final-round TKO in front of 19,075 fans that comprised the second-largest live-gate gross in Madison Square Garden boxing history on Sept. 29, 2001.
- Promoted Cory Spinks vs. Zab Judah II: Arch Rivals... Meet Me in St. Louis, which boasted the second-largest attendance for a boxing match at an indoor arena in history when 22,370 patrons sold out the Savvis Center in advance to witness Zab Judah knock out Cory Spinks in the ninth round to become the undisputed world welterweight champion on Feb. 5, 2005.
- Block of Mississippi Ave. in Atlantic City, N.J., where it meets the famed Boardwalk (adjacent to the former Atlantic City Convention Center known known as Boardwalk Hall), is re-named Don King Plaza on March 13, 2006. King was recognized "for his tireless commitment to establish Atlantic City as one of the great resort destinations of the world." Unveiling ceremony attended by Don King, Atlantic City Mayor Robert Levy and New Jersey Athletic Commissioner Larry Hazzard. Bally's President Ken Condon served as Master of Ceremonies.



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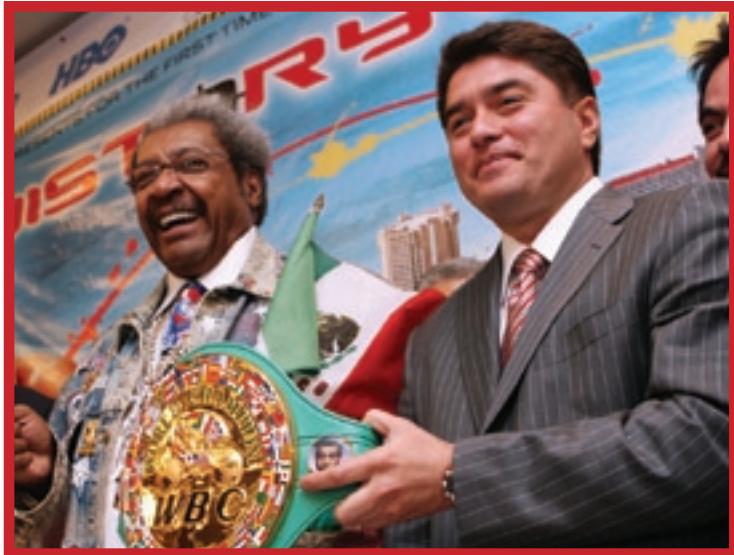


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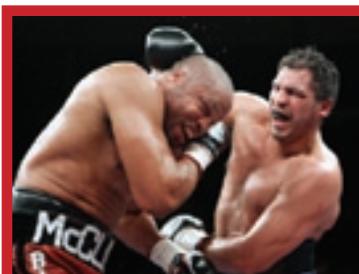
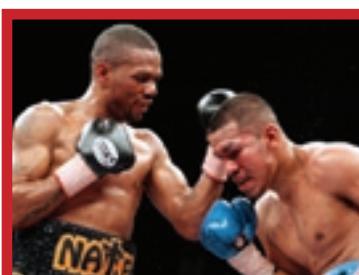
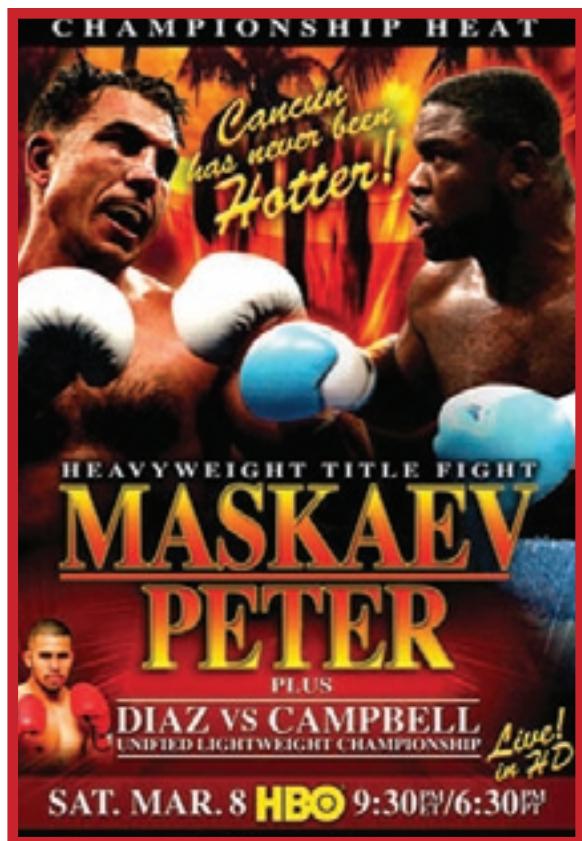
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DON KING CONGRATULATES THE VISIONARY GOVERNOR OF QUINTANA ROO **Félix González Canto**

for hosting a fantastic, historic and unforgettable night of boxing - The first ever Heavyweight championship held in Mexico between Oleg "The Big O" Maskaev and Samuel "The Nigerian Nightmare" Peter for the WBC Heavyweight crown.

The show was telecast on HBO and all around the globe live from Cancun, Quintana Roo, Mexico on March 8, Samuel Peter won and became the first ever African Heavyweight Champion of the world.



DON KING PRODUCTIONS CONGRATULATES

SAMUEL PETER

SON OF AKWA IBOM STATE, NIGERIA



as the first African Heavyweight Champion of the world on a triumphant return home. Don King took the WBC Heavyweight champion home to Africa where he himself had first launched his boxing career with the unforgettable "Rumble In The Jungle" staged in Kinshasa, Zaire in 1974.

That fight between Muhammad Ali and George Foreman was not only a legendary bout in the history of boxing for its incredible show of pugilism, it also boasted the largest ever purse paid for a heavyweight fight at that time, of just over \$10 million.

Don King put the deal together and staged it in Africa and the two legendary heavyweights put on a fantastic fight that will never be forgotten. It remains one of the most talked about bouts in sporting history.

Taking the WBC belt home to Africa to present it to his President and to his people, Samuel Peter said: "I'm back with all the people of Nigeria. They prayed for me and that is the most important thing. And that is why I'm back with the glory."

Samuel Peter was received by his Excellency President Umaru Musa Yar'Adua, president and Commander-in-Chief of Nigeria. The President received Don King, Samuel Peter and entourage at the State House in the Capital of Nigeria, Abuja. "Let me first of all congratulate Mr. Samuel Peter for this great honor you have not only brought to yourself and your family but all of us in Nigeria and indeed to all of Africa." said the President. He went on to say: "We will do everything to ensure career development [for Samuel Peter]"

The Governor of Akwa Ibom State, Peter's home state, the honorable Godswill Akpabio, greeted Don King and Samuel Peter at the airport and said "I want to welcome my son Samuel Peter home. It is one thing to get to the top but it's another thing to remain there. We know you have great men behind you. Our job will be to support you in any way possible to make sure you succeed in keeping this crown."

"The Nigerian Nightmare Samuel Peter is a dynamic fighter." Said King, "I am ready to take him to the top."



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