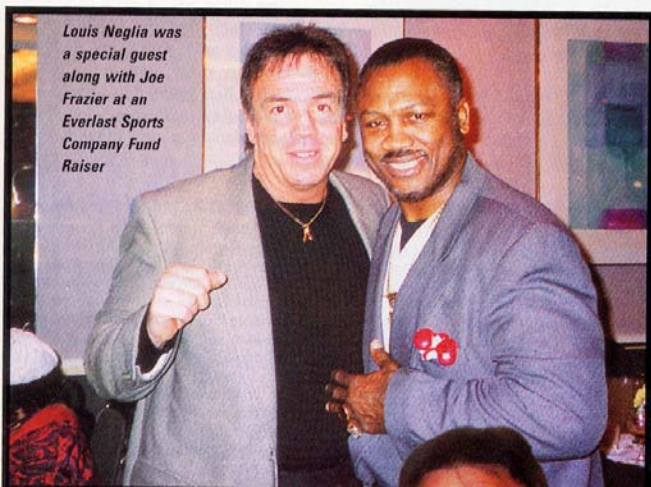


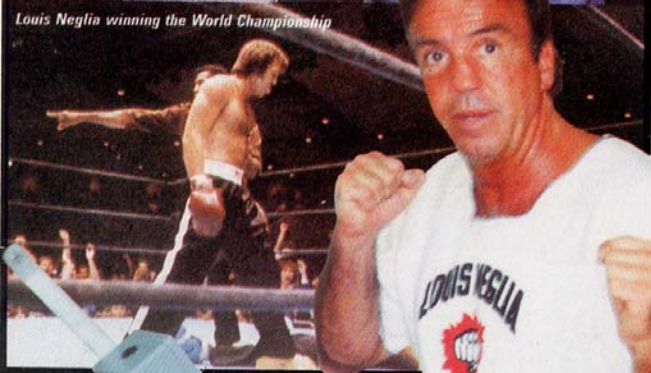
Louis Neglia

—the Don King of Kickboxing

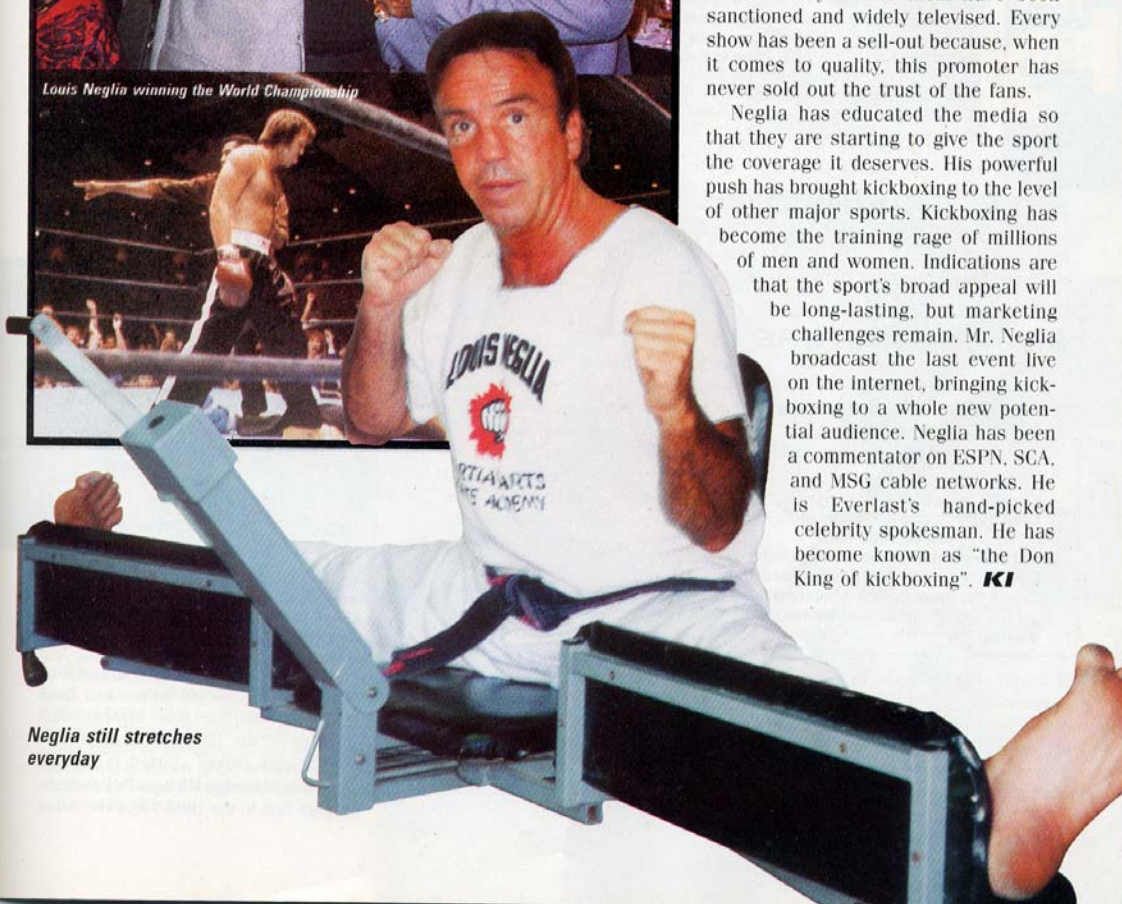
By Ron Isaac



Louis Neglia was a special guest along with Joe Frazier at an Everlast Sports Company Fund Raiser



Louis Neglia winning the World Championship



Neglia still stretches everyday

Louis Neglia is king

when it comes to the sport of kickboxing. As a fighter, he downed opponents with drama, finesse, and certainty, and always within three rounds. The world champion has retired as a fighter but is still fighting to promote the sport of kickboxing. Neglia has produced over a hundred major kickboxing shows at arenas such as Madison Square Garden and the Copacabana in New York, and the Taj Mahal, and Tropicana casinos in Atlantic City. All of them have been sanctioned and widely televised. Every show has been a sell-out because, when it comes to quality, this promoter has never sold out the trust of the fans.

Neglia has educated the media so that they are starting to give the sport the coverage it deserves. His powerful push has brought kickboxing to the level of other major sports. Kickboxing has become the training rage of millions of men and women. Indications are that the sport's broad appeal will be long-lasting, but marketing challenges remain. Mr. Neglia broadcast the last event live on the internet, bringing kickboxing to a whole new potential audience. Neglia has been a commentator on ESPN, SCA, and MSG cable networks. He is Everlast's hand-picked celebrity spokesman. He has become known as "the Don King of kickboxing". **KI**