



## LET'S GET READY TO RUMBLE!®

### MICHAEL BUFFER

“THE VOICE OF CHAMPIONS®”

Michael Buffer is world renowned for his tuxedo image and famous trademarked phrase “LET’S GET READY TO RUMBLE®!” (“LGRTR”®). He is one of the most recognized faces in the world of sports and entertainment due to his past 30 years of announcing many of the biggest championship boxing events and many other internationally televised sports and entertainment events. He is considered the “Voice of Champions” by millions of fans worldwide and regularly performs voice-over work for sports, entertainment, internet and product advertising and promotional campaigns due to the fact that his voice is so highly distinguishable internationally.

“LGRTR®” is known as the “clarion call to the pure integrity of the competitive spirit”, promoting an “adrenaline boosting, positive will to win attitude!” in the hearts and minds of fans of all ages. Licensed “LGRTR®” brand toys, video games and other licensed products surrounding the “LGRTR®” brand plus utilizing Mr. Buffer’s voice and persona have been developed and have grossed approximately \$400,000,000 in retail sales internationally during the period of 1999-2009 and growing.

Many NFL, NBA, MLB and NHL teams create a higher level of excitement playing Mr. Buffer’s “LGRTR!”® before the start of their home games through special DAT recordings or the licensed use of a prerecorded Platinum selling CD titled “ESPN Jock Jams”. Due to this overall exposure Mr. Buffer is in great demand for personal appearances or special voice tapes for Professional Sports Teams, Minor League Teams and Collegiate Teams representing all sports. He also makes personal appearances and performs for numerous international corporate functions, TV shows, movies and cartoons (such as the Fox Network TV show, “The Simpsons” and Comedy Central’s “SouthPark”) along with varied private functions.

Mr. Buffer’s international exposure is huge, with Europe being his largest market outside the U.S. His popularity spreads to Austria, Holland, Italy, England, France, Mexico, Australia, New Zealand, Japan, China and elsewhere internationally.

The following are examples of many different events outside of boxing where Mr. Buffer is currently making personal appearances, special recordings and/or videotapes. These special recordings are being utilized at sporting events before every home field kick-off, face off, tip off or 1st pitch of the below listed teams, as well as, at the beginning of entertainment and corporate events, many of which are viewed around the world on live TV.

• Movies:

Grudge Match  
2012  
Don’t Mess With the Zohan  
Farewell Atlantis  
Rocky Balboa  
Ready to Rumble

Ocean's Eleven  
Play It to the Bone  
Against the Ropes  
Dickie Roberts  
Super Dave  
Virtuosity  
The Pick Up Artist  
Mouse Hunt TV Commercial – Dreamworks  
Scooby Doo 2  
Rumble In The Bronx Theater Trailer- New Line Cinema  
LA Riot Spectacular

• Television:

Major Boxing Events and Pay-Per-Views Internationally  
Progressive Insurance Commercial 2013  
Saturn Department Stores – Germany 2012 campaign  
State  
The Great Debate – VH1  
Las Vegas  
Extreme Home Make-Over  
WCW Wrestling Shows and Pay-Per-Views 1993 - 2001  
Major International Sports Events  
INDY 500 - 1999  
INDY 200 - 1999  
“Inside Schwartz” NBC TV Show – 2001  
Man vs. Beast – FOX 2003  
NASCAR - 1999  
NBA Championship Finals -1999, 1998,  
NFL Playoff games 1996, 1997, 1998, 1999, 2000  
MLB World Series 1997 & 1998  
MLB ESPN Home Run Derby- 1998, 1999 &2000  
NHL Stanley Cup Playoffs - 1996  
ESPN BASS WALMART OPEN 2001  
Mad About You - 2000  
Oscars movie awards show - 1994  
Ally McBeal - 1998  
Jesse - 1997  
The Simpsons TV Show - Cartoon Image as Himself 1996  
SouthPark - Cartoon Image as Himself - 1997  
Saturday Night Live - 1994  
MAD TV – 1995 & 2000  
1999 L'Chaim to Life Telethon  
Fox TV Battle Of The Sexes Ice Skating Special - 1997  
HBO Drew Carey Special - 1997  
Sentinel TV Show  
MTV's Celebrity Deathmatch – 1998 & 1999  
MTV's Celebrity Deathbowl - 1998 & 1999  
Ford television commercial - 1994  
National ESPN Sports Center - television commercial 1997  
National Sega Dreamcast television commercial campaign- 1998  
“Grudge Match” TV game show announcer 1991

Numerous Promotional advertising campaigns

- TV Talk Shows

- Rachel Ray
- The Doctors
- Conan O'Brien
- Good Day LA
- Jay Leno Show 1998, 1999, 2000
- David Letterman Show - 1994
- Today Show - 1996
- The View - 2001
- Howard Stern E Channel Show – 1997-2005
- Politically Incorrect - 2000
- Phil Donahue Show - 1991
- Chris Rock Show - 2000
- Donny & Marie - 2000
- The Roseanne Show - 2000
- The Magic Hour - 1998
- Ricki Lake Show - 1997
- Monday Night Live - 1997, 1998
- American Journal – 1997

- MUSIC INDUSTRY CONCERTS AND EVENTS

- Aerosmith
- JAY-Z
- Mariah Carey
- Sammy Hagar
- MTV Video Awards
- Ozzie Osbourne

- Special Entertainment Events, TV and Radio

- Disney Theme Park Ride
- Arista Records 1997 Promotional Video
- Alphabet City Records Special Record Promotion
- Rosie O'Donnell Charity NBA Benefit
- ESPN ESPY Awards Show
- Special Olympics
- Sea World Shamu Show
- Busch Gardens 1999 Gwazi roller coaster opening
- Host of 1998 Worldwide Premiere of GODZILLA for Sony/Columbia TriStar
- 1998 & 1999 Hollywood Christmas Parade
- Host of the NFL 1997 Hall of Fame Awards
- 1st Annual National Sports Awards/NBC
- Merv Griffin - Announcer of New Years Eve Special for 4 years
- 1996 MTV Awards - Introduced L.L. Cool J's Musical Performance
- 1996 Cable Ace Awards
- Caesars Palace/Las Vegas 30th Anniversary TV Special
- \*\*\*Numerous Nationally Syndicated Radio Shows

- NFL - \*Stands on fifty yard line and introduces team
- 1997 NFL Hall of Fame Game

Miami Dolphins  
Dallas Cowboys  
Denver Broncos  
Philadelphia Eagles  
Kansas City Chiefs  
Green Bay Packers  
St. Louis Rams  
Cleveland Browns  
Jacksonville Jaguars  
Minnesota Vikings  
Seattle Seahawks  
Tennessee Titans

- NBA - \* Stands mid-court and introduces team or provides special recordings  
1996, 1997 & 1998 NBA CHAMPIONSHIP PLAYOFFS

Utah Jazz  
Seattle Sonics  
Detroit Pistons  
New York Knicks  
Dallas Mavericks  
Philadelphia 76'ers  
L.A. Clippers  
Miami Heat  
Indiana Pacers  
Atlanta Hawks  
New Jersey Nets  
Toronto Raptors  
Golden State Warriors

- Hockey - \*Red carpet is rolled out to mid-ice and introduces team

Florida Panthers  
N.Y. Islanders  
Anaheim Mighty Ducks  
San Jose Sharks  
Tampa Bay Lightning  
New York Rangers  
Augusta Lynx  
Shreveport Mud Dogs  
Lincoln Stars  
\*More teams to be announced in NHL, IHL & AHL

- MLB- \*Stands on pitcher's mound and introduces team

Chicago Cubs  
Houston Astros  
Cleveland Indians - 1997 World Series  
1999 & 2000 MLB Home Run Derby on ESPN

- College

1997 & 1998, 1999 & 2000 Aloha Bowl  
University of Pittsburgh

Virginia Commonwealth University  
Georgetown University Basketball  
St. John's Midnight Madness  
Oral Roberts University  
Gator Growl Pep Rally/Univ. of Florida  
University of Connecticut Men's & Women's Basketball

- WCW Professional Wrestling Televised Events

- Motor Sports

1999 Indy 500 & 1999 Indy 200 - Indy Racing League  
1997 Freemont Street Experience- Las Vegas  
1998 Winston Cup Race - Las Vegas Motor Speedway  
Nascar Pepsi 400  
National Hot Rod Association  
Super Cross Series- Pace Motorsports Motorcycle Racing

- Tennis

A & P Tennis Classic - Mahwah, N.J.

- Bicycling Events

1997 Bremen, Germany 6 Day 24 Hour 2 Man Bike Race

- MMA & Kickboxing

Art of War – China  
Affliction 1  
K-1 Grand Prix Championship in Japan  
KBX: World Professional Kickboxing Series 2000

- Other Sports:

1999 & 2000 Wal-Mart FLW Tour - Bass Fishing  
Horse Racing, Professional Bowling, Arena Football, Pro Volleyball, Pro Soccer

- Corporate Events, Trade Shows and Promotions

Budweiser  
Budweiser/ Super Bowl Weekend 1997  
Pepsi  
HBO Sports  
Harley-Davidson Motorcycles  
Amway  
OutBack Steak House  
Ruth's Chris Steak House  
McDonalds TV Commercial - Germany  
1997 CBS Affiliates Meeting- Los Angeles  
IBM  
Mars M&M  
Federal Express  
K-Tel International  
Glaxco Wellcome, Inc.  
Gulf States Toyota Dealers  
CNBC

The Western Cable Operators Show  
 Texas Station Casino Grand Opening / Las Vegas & Kansas City  
 Aspen Marketing Group  
 Mortgage Investors Corp.  
 Frontier Telephone Company  
 Sprint  
 Mitsubishi  
 Miller Brewing Co.  
 Time-Warner  
 Tropicana Hotel  
 Papa John's Pizza  
 Head Tennis  
 Novel-Microsoft  
 Comdex Convention - Las Vegas  
 Vermeer  
 DS-Max  
 Redken  
 Tony Robbins Motivational Conventions  
 Religious Conventions  
 Sherwin Williams Paint Co. Convention  
 Allied Van Lines  
 National Association of Advertisers  
 Bond Buyers Convention  
 Autonation's national promotional campaign  
 United Way  
 Clorox  
 Halliburton Energy  
 Lucent Technologies  
 Cendant Corporation  
 International Auto Body Congress and Expo  
 New Jersey Nets/NBA  
 \*Co-hosted event with Rosie O'Donnell the introduction of the new team logo and uniforms for 1997  
 Numerous other international events

- Web Site - [www.letsrumble.com](http://www.letsrumble.com)

- Licensed Merchandising

- Aristocrat Slot and Gaming machines for casinos internationally
- Stereo Mode Ready 2 Rumble Boxing Game for Nintendo Wii
- Midway Ready 2 Rumble® Video Game Series
- WMS Ready to Rumble Slot Machines for Casinos
- IFL El Paso Rumble - Intense Football League team
- Manley Toy Quest Ready 2 Rumble Electronic Boxing Ring – Toy
- Prima & Brady Ready 2 Rumble Strategy Guides
- Trendmasters Rumble Robots- Toys
- Funomenon Talking mugs, key chains, microphones
- Pepsi-Cola Pepsi Pop Culture Special Promotion 1997
- Budweiser Merchandise as a co-license with the Budweiser Brand shirts and hats imprinted with “LGRTR®”

- Toy Biz WCW "LGRTR!"® talking wrestling dolls, thumb wrestling toy, key chains and "WCW Ring Announcer Series" action figures – \* No longer in stores
- Clegg Industries Special voice sound chip products for toys and gifts for retail and corporate America-Promotional Items
- Abrim "LGRTR!"® talking alarm clock w/mini action figure
- Bobarosa "Ready to Rumble" hot sauces and food stuffs
- MDI State Lottery Tickets
- Toon Art Talking Picture Frames with Looney Toons characters
- SBG Online Gaming
- Starheaven Licensed Internet web sites and store
- Autographtoyou Web Site Offering Personalized Greetings
- Zingy Ringtones for Mobile Phones
- Zingy Mobile Phone "Ready to Rumble" video games

The widespread popularity of Mr. Buffer and the requested use of his voice and/or the famous trademark phrase "LGRTR!"® for product promotion, sports, entertainment, corporate and private events defines the positive winning image that is our goal to promote.

"Keep Rumbling!"  
Buffer Enterprises, Inc.