
Cynopsis: DIGITAL

02/16/12

~ **MULTIPLATFORM CONTENT NEWS** ~

Evolve Media Corp.'s CraveOnline, a lifestyle website designed for men, has re-launched **Sherdog**, a website devoted to MMA aficionados that covers every major fighting promotion. Among the notable new features is **MMA Pick 'EM**, a **fantasy sports/challenge game that allows fans to choose winning fighters**, how they are going to win and in what round they will achieve victory. After creating a personal account, users will be able to join public or private leagues with friends, receive expert picks and analysis and see how they rank globally. The revamped Fight Finder provides new fighter metric data, bio videos and fight statistics, while the new Sherdog All Access media center offers fight coverage, an original lifestyle video series, Sherdog radio shows and podcasts, interviews with fighters and more. The redesigned Sherdog will also offer several ad units, along with placement on the original video series, for brand marketers who want to reach the website's 1.4 million unique visitors.