

FOR IMMEDIATE RELEASE

ATTORNEYS PHILIP J. LAYFIELD AND GUS BRIDI FILE LAWSUIT AGAINST WORLD BOXING HALL OF FAME, INC ON BEHALF OF IMAGINE THAT ENTERTAINMENT AND EVENT MANAGEMENT

November 8, 2010

Santa Monica, California -- A lawsuit has been filed against The World Boxing Hall of Fame, Inc. for breach of contract, promise without intent to perform, negligent misrepresentation and unjust enrichment. The Hall of Fame is being accused of canceling their ceremonies and intentionally damaging and causing economic loss to the Plaintiff, Imagine That Entertainment and Event Management.

Imagine That Entertainment and Event Management was hired by The World Boxing Hall of Fame to produce the 2010 Induction Ceremony for Mike Tyson, Julio Cesar Chavez, Bennie Briscoe, and Dwight Muhammad Qawi.

After internal issues and disagreements, The World Boxing Hall of Fame was left in a state of disarray that made it impossible for them to move forward with the initial plans. It is estimated that Imagine That Entertainment & Event Management has suffered economic damage in excess of \$1.7 million.

To represent them in this complex litigation process, the Imagine That Entertainment and Event Management has hired Philip J. Layfield, known for his experience in high-profile and difficult litigation, as well as Gus Bridi who previously worked with Masry & Vititoe, which is renowned for their work with the award-studded film, Eric Brokovich.

The lawsuit has been filed in the Superior Court of the State of California, County of Los Angeles- West District.

A press conference will be held at 3:30 pm pst Tuesday, November 9, 2010 at the Law Offices of Philip J. Layfield, located at 100 Wilshire Blvd., Suite 950, Santa Monica, CA 90401.

For more information contact:

Philip J. Layfield, Attorney at Law,

310-573-8658

philip@pillawfirm.com

Gus Bridi, Attorney at Law

818-326-7459

gbridi@bridilawfirm.com