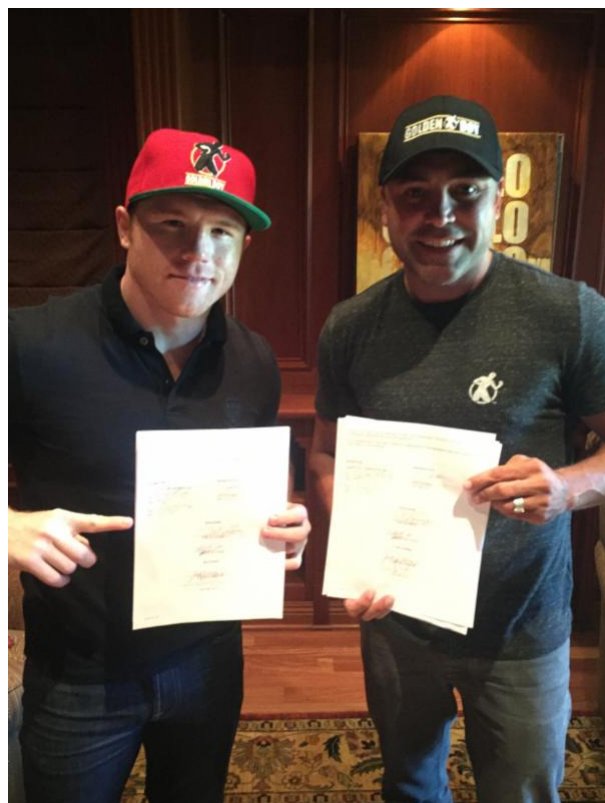




**SUPERSTAR CANELO ÁLVAREZ
RE-SIGNS MULTI-FIGHT, MULTI-YEAR CONTRACT EXTENSION
WITH GOLDEN BOY PROMOTIONS**

**AS 25-YEAR-OLD SENSATION PREPARES FOR NOVEMBER 21 SHOWDOWN
WITH MIGUEL COTTO FOR LINEAL MIDDLEWEIGHT CHAMPIONSHIP,
CANELO AND GOLDEN BOY AGREE TO CONTINUE PURSUING THE BEST FIGHTS
FOR THE FANS LONG INTO THE FUTURE**



LOS ANGELES (Sept. 11, 2015) - Golden Boy Promotions today announced that Mexican superstar and former WBC and WBA Super Welterweight World Champion

Canelo Álvarez (45-1-1, 32 KOs) has re-signed with the company, agreeing to a multi-fight, multi-year contract extension.

"I am loyal, it's part of my character and that's why I am extending my contract with Golden Boy Promotions," said Álvarez. "Golden Boy Promotions knows how to build a fighter and elevate him to a world stage as they have done with me and continue to do with many others. I look forward to working with Golden Boy throughout my career."

Álvarez, a super welterweight knockout artist known for his tremendous punching power, made his pro debut in 2005 at 15-years-old and quickly became one of the most popular prizefighters in the world. His exciting fighting style and reputation for taking on all comers has captured the attention of fans all around the globe.

"Canelo Álvarez is no longer the future of the boxing - he is the present, and with a win on Nov. 21 against Miguel Cotto, he will solidify his status as the best in the business," said Oscar De La Hoya, Chairman and CEO of Golden Boy Promotions. "It has been a privilege to promote him during his meteoric rise, and we now look forward to many more highlights in a career already filled with many of them."

A former world champion, Canelo is eager to once again hold a title belt and will get his chance when he battles Miguel Cotto on Nov. 21 for Cotto's WBC and *Ring* Magazine Middleweight World Championships. His record includes victories over some of the best fighters in the junior middleweight division including Austin "No Doubt" Trout, Alfredo "El Perro" Angulo, Sugar Shane Mosley, dangerous southpaw Erislandy Lara and most recently James "Mandingo Warrior" Kirkland. Canelo's lone blemish in 45 fights came in September 2013 against Floyd "Money" Mayweather in one of the highest grossing fights of all time, further cementing Canelo's stature as boxing's next superstar fighter.

About Golden Boy Promotions

Los Angeles-based Golden Boy Promotions was established in 2002 by 10-time world champion in six divisions Oscar De La Hoya, the first Hispanic to own a national boxing promotional company. Golden Boy Promotions is one of boxing's most active and respected promoters, presenting shows in packed venues around the world and has worked with networks such as HBO, HBO Latino, Showtime, Showtime Extreme, Estrella TV, ESPN, TeleFutura, FOX Sports 1, FOX Deportes, Televisa and TV Azteca. In its 13-year existence, Golden Boy Promotions has promoted some of the biggest and highest grossing pay-per-view events in the history of the sport. In 2007, the company broke all boxing records with more than four million pay-per-view buys in a single year. Golden Boy Promotions also promoted the fight that formerly held the record for the highest grossing and most pay-per-view buys of all time: De La Hoya vs. Mayweather which generated 2.5 million buys and grossed over \$120 million and Mayweather vs. Canelo which generated 2.2 million pay-per-view buys and grossed over \$150 million in revenue. On May 9, 2015 before a crowd of more than 31,000 fans at Minute Maid Park in Houston, Canelo vs. Kirkland registered the highest viewership for an HBO World Championship Boxing event since 2006 generating an average of 2.1 million views for the live airing of the event. The company has also promoted other notable pay-per-view fights featuring fan favorites Bernard "The Alien" Hopkins, Juan Manuel "Dinamita" Marquez, Miguel Cotto, Marco "Baby Faced Assassin" Antonio Barrera, Erik "El Terrible" Morales and Sugar Shane Mosley.

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