



MARK DEMORI HEAVYWEIGHT WORLD TITLE CAMPAIGN 2010-2011

MEDIA RELEASE

Monday 25 October 2010

***AUSTRALIA'S YOUTUBE BOXER SIGNS CONTRACT WITH US BOXING LEGEND, DON KING
De Mori set to break PPV records, with sights on 7ft Russian giant, Nikolai Valuev***

WA boxer Mark “The Dominator” de Mori has re-signed with **Don King Productions (DKP)** ensuring we will get a much-anticipated shot at a world title fight.

De Mori launched his world title campaign earlier this month from his home town of Perth, before heading to the USA to commence intensive training at the prestigious World Crown Sports.

When announcing his initial three-year contract in 2007, **Don King** cited de Mori’s “youth and exciting style” as integral factors in marketing him to American audiences.

The enthusiasm seems contagious at DKP with the team confident that “Mark will break pay-per-view TV records in Australia!”

“The Dominator has shown he is a force to be reckoned with and has huge potential to win a heavyweight championship belt. We look forward to getting him back into the ring,” said **Mr King**.

De Mori said only a visa clearance stood in the way of his belt-charge and touted giant 2.13m, two-time **heavyweight champion Russian Nikolai Valuev** as an upcoming opponent.

“It’s no secret that I want to fight Valuev and from our discussions, it would seem the DKP team are very keen to make it happen.”

“Within a year I will be fighting the best. I have been so close to signing a major fight but now it will be a certainty,” said de Mori.

“That said, my time is now and I am ready to fight any contender the King throws at me.”

"A year's worth of frustrations and injuries has re-ignited my killer instinct and I won't be pulling any punches when I finally get in the ring."

"As soon as I get my work visa approved, the carnage will begin," de Mori warned.

De Mori entered the World Boxing Council top 20 last year before injuries and lack of fights resulted in a slip.

Commenting on de Mori's departure, **The Right Honourable the Lord Mayor, Lisa Scaffidi** told De Mori, "On behalf of Western Australia, we wish you the best and look forward to welcoming you home with the championship belt."

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About Mark de Mori



Name: Mark de Mori
Alias: The Dominator
Born: 11 Feb 1982
Birthplace / Hometown: Perth, Australia
Nationality: Australian
Boxing Record: won 16 (KO 14), drawn 2, lost 1 (KO 1)
Division: Heavyweight
Promoter: Don King Productions
Stance: Orthodox
Height: 6' 2" / 188cm

Born in Western Australia in 1982, Mark de Mori grew up in the inner-city suburbs of Perth. He was seemingly deaf until the age of four and experienced chronic asthma throughout his childhood. While in high school at the esteemed John XXIII College, de Mori's asthma attacks were so severe, he spent several nights in the emergency department fighting for his life. It was around this time that he discovered his love for boxing and his determination to succeed against the odds.

True to Generation-Y's reputation, de Mori taught himself to box by watching hours of fights on YouTube and then attempting to replicate the moves in his Dad's garage. In mimicking his American boxing idols, de Mori adopted a rather controversial, seemingly 'arrogant' fighting style of keeping his fists low rather than in front of his face - a stance that has antagonised many of his opponents. Originally blitzing the amateur circuit with 11 fights, de Mori made his professional debut at age 22, racking up a 6-0-1 record, five by knockout.

Following his loss to John Wyborn, de Mori took an 18-month break before returning to the ring with a new trainer in February 2006 to accumulate another five wins and one draw, with five more knockouts. In 2007 he signed a three-year deal with legendary US boxing promoter Don King, who cited de Mori's "youth and exciting style" as integral factors in marketing him to American audiences.

The following year, de Mori scored an eight-round win by unanimous decision over American Ed Mahone in New Zealand. A former world title challenger, Mahone was the favourite going into the fight but it was de Mori's 'jab and move' approach that ensured his victory.

In 2009, de Mori won a further two US fights - both by knockout as a result of body blows - and was ranked number 17 heavyweight in the world by the prestigious World Boxing Council.

Most recently, de Mori announced the launch of his World Title Campaign and his return to the US to continue training at an exclusive Californian training camp hosted by World Crown Sports.

www.markdemori.com