



The Second Rule of [Fightclub.com](#) is to test your March Madness Skills for Cash Prizes in Daily Fantasy Sports Game

"Cousin Sal" Iacono to serve as spokesman for new fantasy site featuring head-to-head matchups in a daily Pick 5 player format with no Salary Cap restrictions

Honolulu, Hawaii (March 18, 2013) — [Fightclub.com](#), a place to test your March Madness sports skill and compete against other fans for cash prizes, announced today that it is teaming up with spokesman **"Cousin Sal" Iacono** to launch its *March Madness Pick 5* game. *Pick 5* features online competition between fans with entry points ranging from \$2 to \$500, with a free \$5 credit for signing up. For each matchup the two competitors select five players from that day's NCAA Division I Men's Tournament games, add up their points, rebounds, assists, steals and blocks, and the one with the most total statistic results wins the cash prize. No salary caps, no long-term commitments, just a daily test of your NCAA men's basketball and March Madness knowledge.

"Daily fantasy play is a legal \$500 million dollar a year business. What sets Fightclub.com apart is the purity of our game format focusing on selecting the best players in the league, creating a competitive environment for our users to test their skills against each other," said **Adam "Ace" Lee, Chief Executive Officer, Fightclub.com**. "We are proud to team with 'Cousin Sal' to add an additional daily element of excitement for March Madness fans around the country."

"I've been looking for a legal way to earn money by playing fantasy sports since I was a toddler. Thanks to [fightclub.com](#) the search is over," said **"Cousin Sal" Iacono, Fightclub.com spokesman**.

Future Fightclub.com game launches for MLB, NBA, NHL and NFL will be announced at a later date and, along with one-on-one matchups, will include group play.

"Cousin Sal" Iacono has served as a comedy writer, frequent guest and hidden camera prankster on ABC's *Jimmy Kimmel Live*, hosted by Iacono's real-life cousin, since 2003. He also appears regularly on *The B.S. Report with Bill Simmons*, one of the most downloaded podcasts on the internet, where he and Simmons predict the gambling lines of NFL games. Iacono also provides a gambling blog for Grantland.com. His prognostication skills have also led to repeat appearances on *Fox NFL Sunday*.

Fightclub.com's founding team features a variety of seasoned executives in Entertainment, Sports, Agency Marketing, Technology, and Business. They include **Adam Shaw, former NFL Network SVP and Doug DeLuca, Co-Executive Producer of Jimmy Kimmel Live and former CEO and founder of EliteXC Organization**.

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About Fightclub.com

Founded in 2012, Fightclub.com is a fantasy sports website that features daily head-to-head matchups with multiple cash entry points. The daily play and lack of salary cap restrictions rewards educated sports fans for keeping up with the latest action and requires very little time commitment. For more information on Fightclub.com, please visit our **website:** www.fightclub.com.

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