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OTM Fight Shop Opens Eighth Store

Mixed Martial Arts Gear and Clothing Retailer Prepares for Explosive 2008

LOS ANGELES (March 24, 2008) – On The Mat (OTM) Fight Shop has been bitten by the MMA bug. Mixed Martial Arts (MMA) has become a catchall term to cover the often overlapping worlds of jiu-jitsu, kick boxing, judo, karate, wrestling, grappling, boxing, muay thai, vale tudo, krav maga and sambo and is now touted as the fastest growing sport in the world. And OTM is proving to be the fastest growing retail operation in the sport with the opening of their Inland Empire location marking the eighth new store in just a few short months.

The popularity of MMA has undisputedly risen from the efforts of the UFC and Ultimate Fighter Reality Show. Despite the controversy of earlier no-holds-barred action which led to sanctioned events with strict rules for safety MMA has become the new passion for wanna-be competitors, many of whom train in their garages and with neighboring street fighters who want to make their mark in their worlds.

"It's amazing how quickly the business is taking off", states Co-Founder Scott Nelson, "My partner and I are Jiu Jitsu guys who had an early vision to post news and videos on the internet and all of a sudden we are in the midst of this trend for 18-49 yr olds to reach their dreams through combat sports. It's literally falling into our laps how hungry these guys and gals are to learn, train and compete in the sport."

The OTM Fight Shop inventories stacks of T-shirts, tank tops, sweatshirts, cups, shin guards, head gear, gloves, punching bags, braces, shorts and hats for men, women, youth and even infants. Products range from the store's own OTM and Built 2 Fight labels to over 30 popular industry brands, including TapOut, Sinister, Fairtex and those of popular fighters and fight brands such as BJ Penn and Gracie Academy.

For in-store entertainment fights are played on a large plasma screen featuring nonstop MMA action. On a recent rainy day, it was Shamrock vs Baroni, revealing a virtual slugfest between two revered athletes.

Co-Founder Scott Nelson said "We've been around since the early days as practitioners of the sport and have spent our lives on the mat. It's not unusual to

see famous fighters dropping by the shops to hang out for a while. It's a lifestyle where you live and breathe the sport, and our shops encourage that energy exchange."

OTM Fight Shop, 1026 West Covina Parkway 91790, is open from 10 a.m. to 8 p.m. Monday through Saturday and from 11 a.m. to 7 p.m. on Sunday. For more information, call 626-813-4448, or visit www.otmfightshop.com for other locations from Las Vegas to Honolulu.

About OTM Fight Shop (<http://OnTheMat.com> for news and store locations)
OTM Fight Shop delivers the most diverse collection of equipment, gear and casual wear in the world of mixed martial arts (MMA). OTM products are showcased by the world's top fighters and fighter brands in the business. Partnerships with outside vendors are among the many expansion strategies and feature wholesale and franchise options for entrepreneurs across the globe.

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