



LOS ANGELES (May 7, 2008) - On The Mat (OTM) Fight Shops, the fastest growing retail operation in the sport, opened their tenth (10th) retail store in Corona CA this past weekend. Besides the free food and beverage, celebrity fighters made their way out to the 92880 zip code to sign autographs and give away free t-shirts and DVDs.

"Our stores are like magnets for fans and fighters. Maybe our party hearty attitudes draw them in, but I think we are taken seriously as authentic entrepreneurs in the sport", states



Founder Scott Nelson, "You see a lot of wanna-be companies entering the space these days. Who knows how long it takes them to truly understand the sport. My partner and I are Jiu Jitsu guys who spend 24/7 in the mixed martial arts and grappling world. You can't fake that!"

The popularity of MMA has grown to the point that mainstream retailers, TV and Film industries are entering the space. OTM actively supports all types of MMA media and recently sponsored MMA filmmaker Bobby Razak's

appearance on "Inside MMA" which airs Friday's on HDNet and can be replayed here.

The OTM Fight Shop inventories stacks of T-shirts, tank tops, sweatshirts, cups, shin guards, head gear, gloves, punching bags, braces, fight shorts, training gear 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, Sprawl, Fairtex, Hitman and those of popular fighters and fight brands such as BJ Penn, Tito Ortiz and Gracie Academy.

For in-store entertainment fights are played on a large plasma screen featuring nonstop MMA action. On a recent sunny day, it was Joey Villesenor vs. Riki Fukuda, revealing an action-packed brawl between two respected athletes.

*OTM Fight Shop, 2410 Wardlow Rd Corona CA 92880, is open from 10 a.m. to 8 p.m. Monday through Saturday and from 11 a.m. to 5 p.m. on Sunday. For more information,*

*call 951-340-3311, or visit [www.otmfightshop.com](http://www.otmfightshop.com) for other locations from Las Vegas to Honolulu.*

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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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