

**For Immediate Release**



***Sherdog Taps Two Veteran Journalists as Editors – #1 MMA Site Continues to Establish Authority on the World's Fastest Growing Sport.***

LOS ANGELES, CA – June 12, 2008 – Sherdog.com ([www.Sherdog.com](http://www.Sherdog.com)), a member of the CraveOnline ([www.CraveOnline.com](http://www.CraveOnline.com)) family of lifestyle destination sites for men featuring video, movies, TV, music, sports, games, cars, humor and more, announced today the appointment of veteran journalists Brad McCray as executive editor and Loretta Hunt as news editor.

McCray joins Sherdog as executive editor. Prior to Sherdog he was the staff writer for The Oregonian newspaper the Northwest's largest daily, for more than a decade. During that time, he hosted a sports radio show and was involved in several multi-media ventures. He has covered the NBA, Major League Baseball, international soccer, most NCAA sports, professional racing, etc. However, McCray has most established himself as a writer of "off-beat" sports. A love of mixed martial arts pushed McCray to cover the sport on the side and he eventually became recognized as one of the top MMA writers and contributors in the country. In March, 2008, he took over as editor at MMAMadness.com, a struggling website in danger of shutdown. One month into his tenure, his leadership led to a massive increase in traffic that eventually exceeded bandwidth. MMAMadness rocketed up Quantcast ratings to among the top MMA sites in the country and began breaking national news.

MMA's most recognizable female journalist Hunt joins Sherdog as news editor. Hunt has sat cageside at over 400 MMA events worldwide. From 2001-2006, Hunt was the lead writer and assistant editor for *Full Contact Fighter*, the U.S.'s longest standing mixed martial arts publication (est. 1996), and its online component, FCFighter.com ([www.FCFighter.com](http://www.FCFighter.com)). Hunt has penned over 2,000 published news and feature articles chronicling the sport's growth around the world. Hunt completed her first book -- the memoirs of UFC legend Randy Couture titled *Becoming The Natural: My Life In and Out of The Cage* -- which will be released in late July this year with Simon and Schuster. Hunt also served as the managing editor of MMA news

content and an on-air correspondent for The Fight Network, Canada's 24-hour combat sports cable channel. She is a regular guest on terrestrial and Internet radio sports shows in the U.S. and Canada, including FOX Sports and ESPN Radio.

Sherdog has teamed with ESPN to provide MMA content for their site. The deal includes ESPN sharing Sherdog's extensive Fight Finder database and the Sherdog Radio Network being part of ESPN's podcast center providing new podcasts able to be downloaded every workday.

McCray and Hunt strive to maintain Sherdog's high editorial standards and further establish Sherdog as the online authority on the world's fastest growing sport. "We are excited to bring these veterans to Sherdog," stated Jeff Sherwood, founder of Sherdog. "Their experience will help us continue to our competitive edge and consistently break the top MMA news."

### **About CraveOnline.com**

[CraveOnline.com](http://www.craveonline.com) ([www.craveonline.com](http://www.craveonline.com)) is a leading lifestyle destination for young men ages 18-34 and also serves as the demographic/psychographic hub for a family of other male-centric web properties featuring video, movies, TV, music, sports, games, cars, humor and more. As one of the fastest growing destinations on the web with sites like ComingSoon.net, Sherdog.com, ActionTrip.com, Superherohype.com and SpikedHumor.com, CraveOnline attracts over 32 million unique visitors per month, and is larger than leading competitor Heavy Networks and twice the size of Maxim. For advertisers, opportunities for sponsorship and creative integration go beyond the banner to make marketing messages an uninterrupted part of the user experience. Recent brand advertisers include Hanes, Wrigley, Burger King, Axe, 20<sup>th</sup> Century Fox and Rockstar Videogames. The company is based in Los Angeles with sales offices in New York, Chicago and San Francisco. CraveOnline is part of AtomicOnline ([www.AtomicOnline.com](http://www.AtomicOnline.com)), a diversified online media company.

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### **CONTACT:**

Erica Schrag

Manager, Public Relations & Marketing

[erica.schrag@atomiconline.com](mailto:erica.schrag@atomiconline.com)

310.828.0056 x.395