

Throwdown Industries, Cott Corporation solidifies leadership position within global MMA sports arena with exclusive agreement to supply IFL with Throwdown energy drinks, gloves and rings for 2008-2009

NEW YORK--(BUSINESS WIRE)--The International Fight League (OTC.BB: IFLI - News) and Throwdown Industries today announced a multi-year partnership, making Throwdown "The Official Energy Drink, Fight Gloves and Ring of the IF". **Throwdown Industries** is a leading provider of Mixed Martial Arts (MMA) fight gear, cages, rings, training centers and the Official Energy Drink of MMA. **Cott Corporation** (NYSE:COT News; TSX:BCB - News, is the world's largest retailer brand soft drink provider. The deal began Friday, February 29 at the Orleans Arena in Las Vegas and will continue with all IFL events in 2008 and 2009.

We are very pleased to be able to add one of the growing brands in the industry in Throwdown to the IFL family," said IFL CEO Jay Larkin. The extensive marketing that an industry giant like the Cott Corporation, one of the legends in the consumer packaging industry, will put behind this gives us a very strong position to grow our brand and our athletes into the future.

"Throwdown and Cott add credibility and excitement to the sport of MMA through its products, services and partnership with the IFL (and) other fight leagues, firmly entrenching Throwdown's global leadership position in supporting MMA," added Throwdown President Mike McIntyre.

"At Cott, we investigated and studied market voids as we developed our hybrid Direct-to-Store distribution system -- choosing leaders such as Throwdown -- and IFL was a logical extension to our successful energy lineup and fills the void against competitive brands. Partnering with these industry leaders will ensure the success and robust growth of our companies, added Dave Vautrin, SVP Marketing Cott Corp.

Throwdown and Cott will implement an extensive activation platform at retail and at IFL events, using IFL athletes, coaches and brands in consumer promotions and a multimedia campaign. They will also support the partnership on IFL broadcasts in the United States on FSN and HDNet, as well as in Canada on Fox Sports Canada and worldwide in the over 70 countries IFL program is currently carried on a weekly basis. The activation plan will launch around the IFL's next event on Friday April 4 at the IZOD Center in East Rutherford, New Jersey.

About Cott Corporation

Cott Corporation is one of the world's largest nonalcoholic beverage companies and the world's largest retailer brand soft drink provider. The Company commercializes its business in over 60 countries worldwide, with its principal markets being the United States, Canada, the United Kingdom and Mexico. Cott markets or supplies over 200 retailer and licensed brands,

and Company-owned brands. Its products include carbonated soft drinks, sparkling and flavored waters, energy drinks, sports drinks, juices, juice drinks and smoothies, ready-to-drink teas, and other non-carbonated beverages. The company website is www.cott.com. The brand names referenced in this press release are trademarks of Cott Corporation, its affiliated companies, our customers, or other third parties.

About Throwdown

Throwdown Industries, Inc. specializes in premium impact and action sports goods and services. Their current product portfolio includes a full line of MMA fight gear: cages, rings, racks, bags, gloves accessories, performance apparel, media and Training Center's under the THROWDOWN brand name.

Throwdown Energy Drink's: Classic and Rampage Punch - both available in regular and sugar-free formats -- are scientifically designed for those who want to "Throwdown" by providing double the energy than the average drink in this category.

About the IFL

International Fight League? (IFL) has its headquarters in New York and offices in Las Vegas. For more information about IFL, please see: www.ifl.tv.

Forward-Looking Statements: This release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and IFL's management's expectations, hopes, beliefs, intentions or strategies regarding the future financial condition, and results of operations. There can be no assurance that future developments actually affecting IFL will be those anticipated.

Important factors that could cause actual results to differ (favorably or unfavorably) from the expectations stated in this release include the risks and uncertainties such as the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; effects of competition, including locations of competitors and operating and market competition.. Should one or more of these risks or uncertainties materialize, or should any of the Company's assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements.

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Contact: International Fight League Jerry Milani, 212-356-4009 jmilani@ifl.tv