

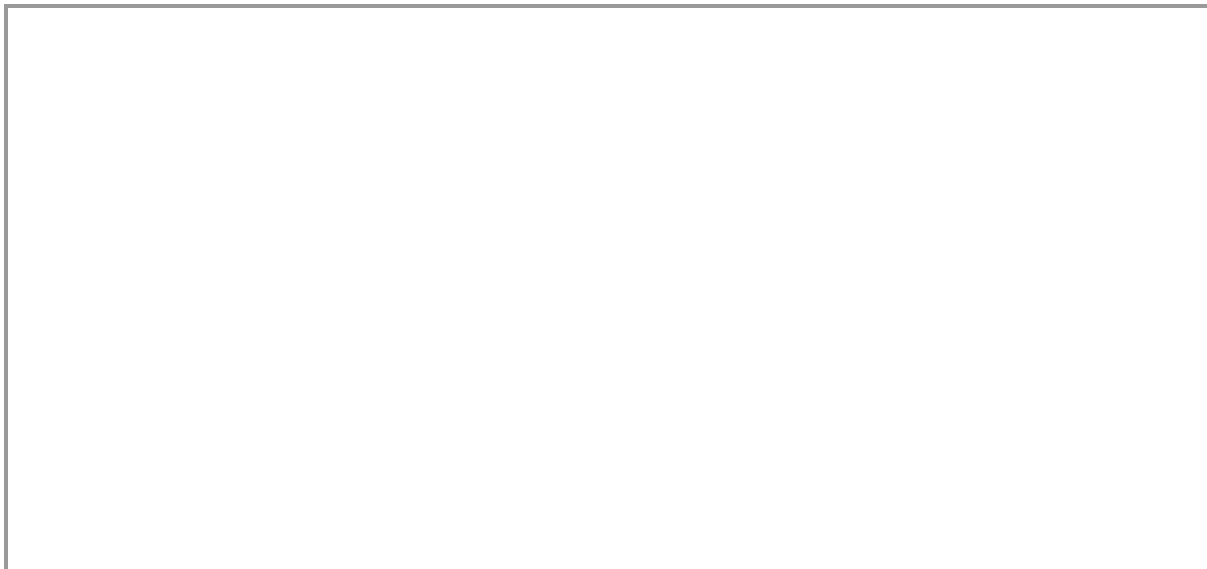
June 24, 2024



Alta Global Group Partners with Two-Time Strikeforce Champion and Former UFC Fighter Gilbert Melendez: Strengthens Connection to 640 Million MMA Fans

- *Collaboration expected to facilitate the adoption of Alta's newly acquired digital marketing platform, Hype, among gyms and coaches and support the growth of the Warrior Training Program in North America*
- *With over 500 active gym partnerships to date, Alta is targeting approximately 45,000 potential combat sports gym partners in the US at an estimated revenue contribution of \$88,000 per gym per year*
- *Alta continues to forge alliances with the best and most recognized names in MMA and combat sports to expand its influence both in the US and globally and drive cost-effective reach into the target audience*

SYDNEY, AUSTRALIA / ACCESSWIRE / June 24, 2024 /Alta Global Group (NYSE American: MMA) ("Alta" or the "Company"), a pioneering technology company dedicated to transforming the landscape of martial arts and combat sports training, is thrilled to announce a new partnership with Gilbert Melendez, two-time Strikeforce Champion, former UFC Fighter and MMA Sports Commentator for ESPN. Melendez, a prominent figure in the world of mixed martial arts (MMA), brings a wealth of experience and a storied career to the Alta family. From Santa Ana, California, Melendez has been a leading name in MMA for years. Known by his moniker "El Niño", a nickname given by a Japanese broadcaster for his storm-like fighting style, Melendez has made a significant impact on the sport.





Alta Founder and CEO Nick Langton remarked on the partnership, saying, "Gilbert has carved out an extraordinary legacy in the world of MMA, excelling as both a fighter and a coach. As one of the sport's true pioneers, he played a crucial role in shaping MMA during its formative years. We are deeply honored to have his endorsement and expertise, which will be instrumental in our mission to revolutionize the martial arts and combat sports landscape both in the US and globally."

Rich Chou, Alta's North American VP commented, "We are thrilled and privileged to have Gilbert Melendez join the Alta Global Group as an ambassador. His achievements in the world of MMA, combined with his commitment to coaching and developing athletes at El Nino Training Center, make him an ideal partner and ambassador for Alta. We look forward to a successful partnership and are excited about working together to help grow this incredible sport."

His career began in World Extreme Cage fighting (WEC), where he won his first three fights by knockout and became the first WEC Lightweight Champion by defeating Olaf Alfonso at WEC 10.

Melendez's career flourished as he competed in Japan's Shooto and PRIDE FC, securing impressive victories over fighters like Hiroyuki Takaya and Tatsuya Kawajiri. In 2006, he claimed the Strikeforce Lightweight Championship by defeating Clay Guida, successfully defending his title against top contenders such as Shinya Aoki and Tatsuya Kawajiri. Despite experiencing his first career loss in 2007 to Mitsuhiro Ishida, Melendez reclaimed the Strikeforce Lightweight Championship in 2009 by defeating Josh Thomson.

In 2013, after Strikeforce was absorbed by the UFC, Melendez transitioned to the UFC, debuting against Benson Henderson and earning an immediate title shot. Throughout his UFC career, he had notable fights, including a win against Diego Sanchez, which earned him the Fight of the Night award.

Currently, Melendez is the head coach at El Nino Training Center in San Francisco, California, a long-standing partner of Alta. His dedication to training and mentoring the next generation of fighters aligns perfectly with Alta's mission to make the sport more accessible to fans across the globe.

Alta's approach to enhancing customer onboarding, optimizing engagement, and increasing membership retention is designed to maximize revenue opportunities within the global martial arts and combat sports industry. Alta estimates each active gym partnership could produce an average of \$88,000 in annual revenue for the Company if they run two Alta Programs each year (average 24 participants per program) and cross-sell the Alta Pass, Academy products and Hype, Alta's all-in-one digital marketing platform for small business. Alta has over 500 active gym partnerships and is targeting approximately 45,000 potential combat sports gym partners in the US as it expands its network globally.

For more information on the program visit www.trainalta.com

ABOUT ALTA GLOBAL GROUP LIMITED

Alta Global Group Limited is a technology company that is enabling the global martial arts and combat sports industry to maximize the monetization opportunities available to the sector by increasing consumer participation in the sport and building upon existing community offerings within the sector. While the Company believes martial arts and combat sport gyms have a superb in-gym product, they are ripe for transformation when it comes to building sales channels, enhancing customer onboarding, optimizing engagement and driving the growth and retention of members and membership revenues within their gym communities. For more information, please visit [https:// www.altaglobalgroup.com](https://www.altaglobalgroup.com).

Forward Looking Statements

Statements in this press release about future expectations, plans, and prospects, as well as any other statements regarding matters that are not historical facts, may constitute "forward-looking statements." These statements include, but are not limited to, statements relating to the Company's operations and business strategy and the Company's expected financial results. The words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "should," "target," "will," "would" and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. The forward-looking statements contained in this press release are based on management's current expectations and are subject to substantial risks, uncertainty and changes in circumstances. Any references to active gyms or partner gyms mean a gym profile claimed or created, and accepted terms and conditions and/or accepted previous license agreement to run the Warrior Training Program. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including the uncertainties related to market conditions and other factors discussed in the "Risk Factors" section set forth in the Company's registration statement on Form F-1 filed with the SEC. Any forward-looking statements contained in this press release speak only as of the date hereof, and, except as required by federal securities laws, the Company specifically disclaims any obligation to update any forward-looking statements, whether as a result of new information, future events, or otherwise.

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