



The New Executive Producer --- MASATO!



I'm MASATO, the new K-1 Executive Producer.

As already announced, K-1 Global Holdings Limited has acquired the rights to operate and present K-1 as of February this year. The ultimate stand-up martial arts, which may have been lost for good, will now be reborn as "K-1 Rising 2012 World Max Final 16" on Sunday, 27 May in Madrid, Spain.

With the determination to renovate and further develop K-1 under new management, I have accepted the post of Executive Producer.

I first took part in K-1 in the year 2000. My youthful twenties were dedicated to K-1 where I had become a two-time K-1 World MAX Champion. And now those children who had watched, admired, and aspired to be me on TV are the K-1 fighters today. The only sad thing is that, unlike my times, there is no longer the glory and honor attached to K-1 for those who aspire to be at the world's top.

Now given this opportunity, I've strongly felt it my duty to revamp the K-1 I grew up in, offer the kind of promising stage our fighters dream of, let those fighters our young audience aspire to show their strengths, and to spread that energy to all our fans around the globe.

I intend to do my utmost as the Executive Producer and pursue my duties in a responsible role in devising a matchmaking system and planning fights and events.

And to our fighters, we will provide you the ultimate stage of honor and glory. I hope you will rise to the challenge with high aspirations and show an inspiring, thrilling fight to our fans.

K-1 will be reborn. I will strive to deliver the kind of electrifying events that would satisfy our fans who have longed for its revival. I hope for your support.

MASATO
K-1 Executive Producer

A handwritten signature in black ink, appearing to read 'Masato', written over the printed name and title.