



FIRE IS THE TEST OF GOLD, AFFLICTION IS THE TEST OF MEN.

Selangor, 26th March 2016 - It all began with a spark that ignited the fire of the Mixed Martial Arts scene in Malaysia. The sport was relatively new in the region with a good number of ardent followers, demanding more MMA action close to home. Tune Talk, the boldest MVNO in Malaysia, declared its long term pledge to help make Malaysia the hub of mixed martial arts in the region. The company is now synonymously associated with the sport as its brainchild, The Malaysian Invasion Mixed Martial Arts (MIMMA), the biggest amateur mixed martial arts fighting championship in Asia, if not the world, now in its fourth season, has managed to increase the interest of Malaysians for the sport and spurs its development in the region.

MIMMA, **the gold standard of amateur MMA**, has finally reached the last location of its tryouts stage after a nationwide tour. More than 1000 local amateur MMA talents from Penang, Sabah, Johor and Sarawak have registered and exerted every bit of their ability to impress the judges. The Women's and Foreign Pride categories were introduced last year in an effort to further enhance the development of the MMA scene. A positive spike in the number of entries from every state for both categories can be seen this year, a strong evidence that proves the public has adopted the sport as one of their passion. Selangor will witness a huge number of turnout, maintaining its trend as the home of the biggest amateur MMA pool of talents. The MMA inferno is monstrous and it will engulf Paradigm Mall.

Jason Lo, CEO of Tune Talk stated, "We adopted MMA initially because we believed that the sport is something we can truly associate with. It demands discipline, dedication and passion which aligns with Tune Talk as we are also fighters in our own right, going up against the big telcos in Malaysia. This is our fourth year, and MIMMA has reached an unprecedented level with a handful of our champions fighting professionally now."

"With more and more MMA hopefuls at the grassroots level showing up for our tryouts, more talents will be discovered and more champions will be produced who will later move on to fight professionally and in return becomes a source of inspiration to further light the fire in the hearts of amateur fighters at the grassroots level. The flame is growing and soon we will see an inferno sweeping through the region and Malaysia will be the source!" he added.

This season, the action will be hot, the fights will be enormous and fighters will be ready to step in the cage to showcase their various skills in Paradigm Mall. We will finally know who will move on to the #MIMMA4 Ladder Match in April! Can these MMA hopefuls stand the heat?

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