



# MASKED REPUBLIC

# Masked Republic is...

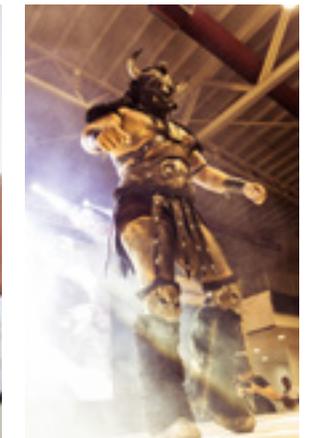
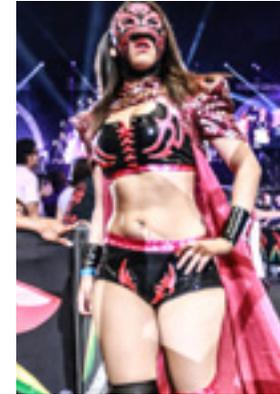
Multi-pop-cultural,  
beyond borders,  
with touch points for  
ages *cero* to *cien*.



# Don't confuse luchadores with pro-wrestlers. They are much, much more.

They are real life heroes known as "tecnicos" and real life villains known as "*rudos*."

They are, as the government of Mexico declared in 2018, "An Intrinsic Part of the Culture of Mexico."

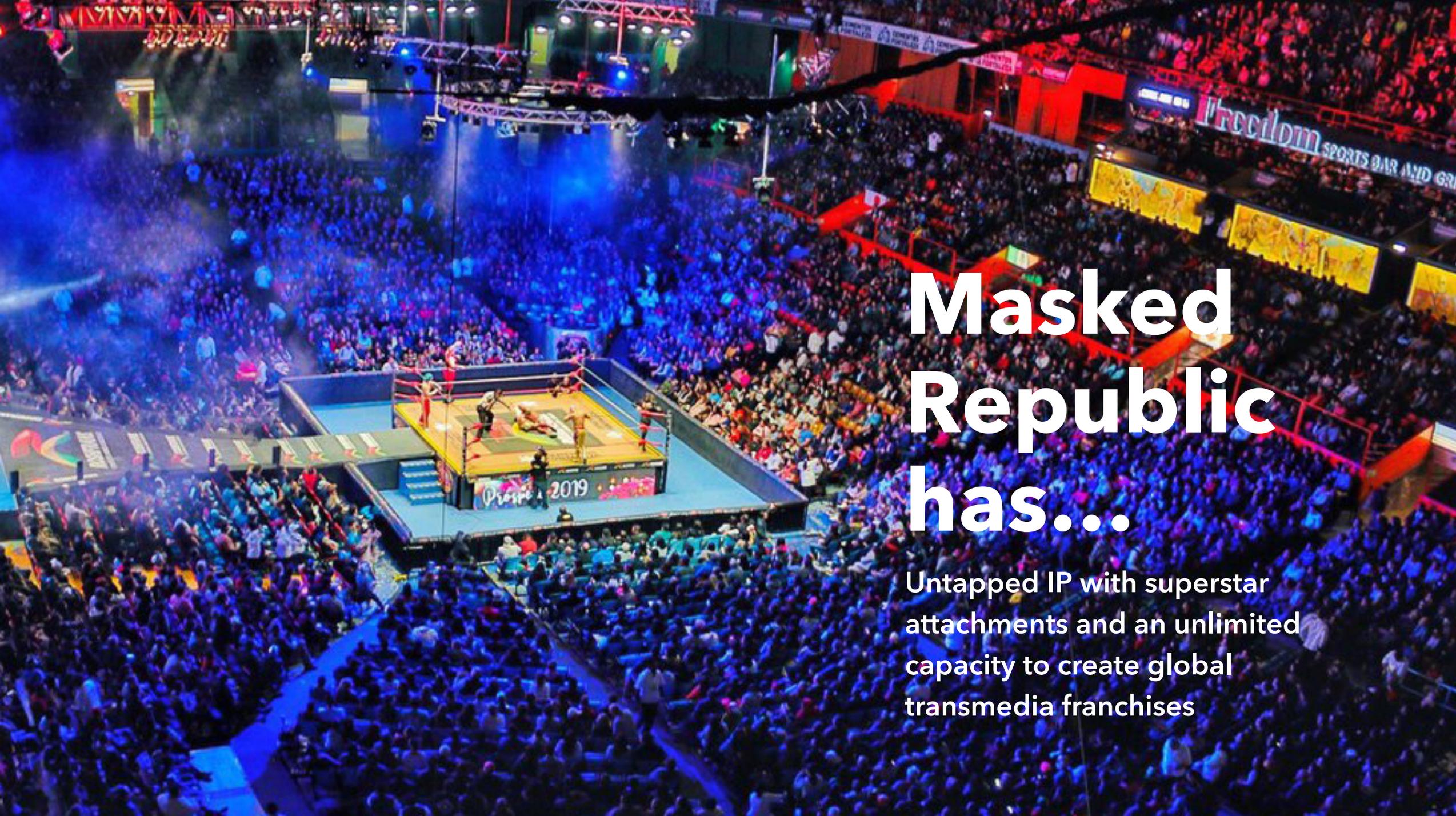


# Masked Republic's Missions

Expand lucha libre beyond the borders of Mexico, and...

Provide authentic Hispanic heroes for both entertainment and inspiration.





# Masked Republic has...

Untapped IP with superstar attachments and an unlimited capacity to create global transmedia franchises

# THE GOLDEN TRIANGLE/ EL TRIÁNGULO DE ORO

## WHO IS THE LUCHA LIBRE CONSUMER?

Three consumer fan groups each with their own LOYAL FAN BASE AND OWN BUYING POWER all combining for a MASSIVE untapped opportunity

Social media followers of talent with Masked Republic merchandise in the Marketplace: **28 MILLION FOLLOWERS**

The Masked Republic extended YouTube Network combined: **1 MILLION SUBSCRIBERS**

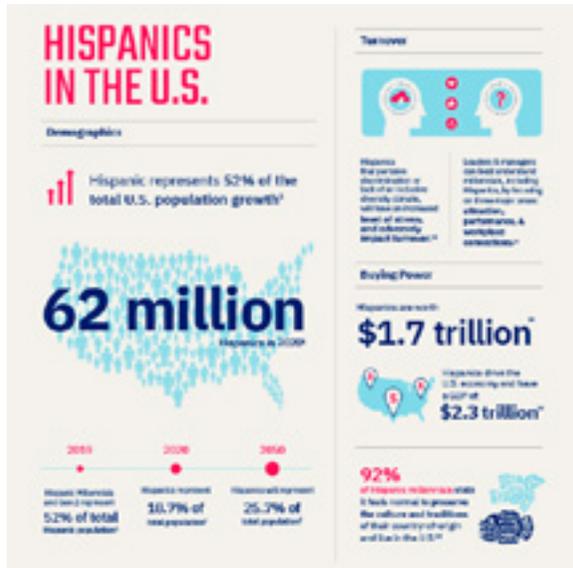
**HISPANIC  
CONSUMER**  
*(KIDS & ADULTS)*

**POP CULTURE  
CONSUMER**

**THE  
GOLDEN  
TRIANGLE**

**PRO-WRESTLING  
CONSUMER**  
*(CURRENT & LAPSED)*

# Quick Stats



## The 2020 Census indicated 19% of the current U.S. population is Hispanic (62.3 million people).

“The highest growth population in every state, and the District of Columbia, was the Latino audience. It is the fastest-growing and it is the youngest [demographic].”

Sportico.com’s JohnWallStreet  
October 12, 2021

“The youngest” demographic also indicates that today’s large young demo will be the next large 18-49 demo. Will companies be prepared?

“[The demo] represents \$1.7 trillion in buying power. There is a huge opportunity for [companies] who understand this to positively impact their businesses.”

TeamWorks Media founder and CEO Jay Sharman

And this is only speaking of the U.S. There is a whole world beyond the U.S. filled with 100s of millions of Hispanics looking for stories with authentic ties to their culture and heritage.

Variety Intelligence Platform’s “Sports’ New TV Formula,” calculates that U.S. TV wrestling rights are now worth \$748.8 million annually... Even with audience declines, professional wrestling regularly tops lists of the most watched shows on cable and remains somewhat of a magnet...”  
Gavin Bridge - Variety - March 8, 2021

As reported by Wrestlenomics, the leading pro wrestling industry financial and business analysis site:  
Within the U.S. alone, 62 million homes have “an affinity” for WWE with tens of millions more worldwide.

Those homes fall into three categories:  
Passionate, Casual, Lapsed

Millions of these “lapsed fans” are lucha libre fans. During wrestling’s boom period of the mid-90s, there were more than 6 million MORE wrestling fans watching weekly wrestling TV programming than there are today. More than 5 million fans would tune in weekly to watch luchadores often kick off cable TV’s #1 weekly program at the time, WCW Monday Nitro.

Despite continuing to rank among cable’s top programs today (not only long established WWE, but also less than 3 year old All Elite Wrestling which airs on TBS & TNT and now features more luchadores than their competitor) there is still a large audience who is missing something they loved about the boom period of pro wrestling.

A good portion of lucha libre’s fan base does not fall into the “wrestling fan” category and does not watch or purchase pro wrestling related content or merchandise.

To this fan base, lucha libre is a fun part of pop culture and their attendance of an event is the same as going to a movie or attending a comic convention. This consumer places lucha libre alongside Pokémon, Star Wars, the MCU, Dungeons & Dragons and their favorite anime franchises.

### THE CURRENT LUCHA LIBRE MARKET

“It’s a family market. And it’s amazing. For example, right now, if you see the target demo, males in our sport is 55 [per cent], females 45. That was not like that ten years ago. We try to have characters for all kinds of people, even for children...You can see a baby at the show, or even the grandma.”

Dorian Roldan, President of Mexico’s Lucha Libre AAA speaking to Sports Pro magazine



Non-Profit  
Division



Talent & IP  
Management



Licensing  
& CPG



IP &  
Entertainment  
Development



OUR MISSIONS ARE CARRIED  
OUT AND ACCOMPLISHED  
THROUGH OUR CORE DIVISIONS



Liga De Lucha



Experiential



Event and  
Entertainment  
Consulting &  
Production

# Talent & IP Management

Football players have the NFLPA.

Women basketball players have the WNBPA.

Hockey players have the NHLPA.

And now, thanks to Masked Republic, for the first time in nearly 90 years of lucha history, luchadores and luchadoras at long last have a “players association” of their own.

Through our Legends of Lucha Libre division, Masked Republic offers a number of key services to the icons, legends, current superstars and future sensations of lucha libre including:

- Contract review & negotiation
- IP protection through help with registering trademarks and copyrights
- IP representation for licensing & merchandising



# Licensing and Consumer Products

## ***THE ONE-STOP FOR LUCHA LIBRE LICENSING***

Legends of Lucha Libre represents the IP owned by these lucha stars, namely their luchador personas and likenesses - including their iconic masks.

Through both direct-to-consumer and licensing efforts, Legends of Lucha Libre brings high-quality products to the marketplace.

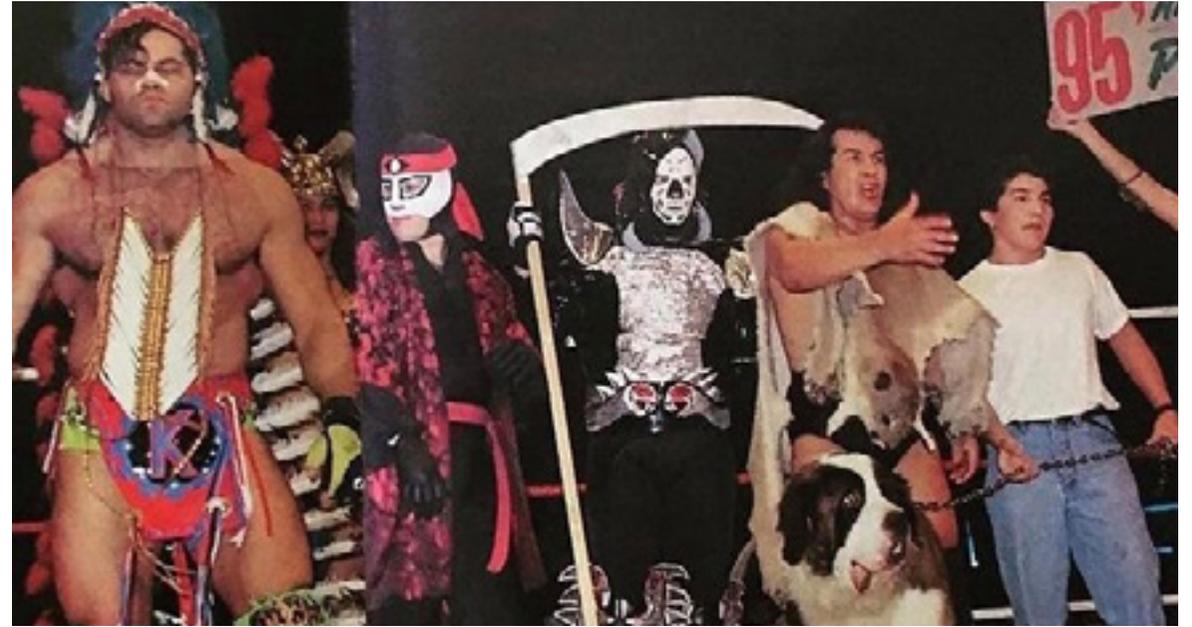
***THE one-stop is now YOUR one-stop for nearly 90 years of icons, legends and superstars of the sport deemed" an intrinsic part of the culture of Mexico."***



CONTINUED

# Licensing and Consumer Products

Legends of Lucha Libre brings the biggest names in lucha libre out of the ring and into the world of licensing. From former WWE & WCW World Champions and global Mexican icons to family legacies extending to second- and third-generation luchadors like Tinieblas Jr. and Super Astro Jr., to Solar, whose memorable mask has graced the cover of multiple lucha libre photography books, to The Lucha Brothers, Penta Zero M & Rey Fenix, the most in-demand luchadores on the planet today and stars of AEW Dynamite series on TNT, we represent the greatest cross section of superstars. For many, this is the first time their likenesses and IPs have been made available outside of Mexico.



# Officially Licensed and Masked Republic Owned Apparel Brands

Masked Republic's Legends of Lucha Libre brand supplies officially licensed luchador and luchadora apparel to retail partners including Hot Topic, Box Lunch and Amazon.

Higher end capsule collections have also been created with pop culture brands including NERDS and Pile Driver (which will launch at retail in 2022). Additionally, the company owns several brands focused on lucha & Hispanic culture.



# RUDA Lifestyle

*Inspired by lucha libre for bad girls (and the people who love them) everywhere!*

In the world of lucha libre, the **RUDA** is the bad girl, the rulebreaker. A ruda plays by her own rules and takes no BS. It was in this spirit that RUDA was born.

The brand is fully designed and managed by minority women including "Head Ruda in Charge" Denise, a.k.a. La Hija del Jalisco, daughter of luchador Jalisco.



# Lucha PopCouture

*Lucha Libre x Pop Culture =  
Lucha PopCouture Apparel!*



Original designs that bring together the best elements of pop culture with lucha libre.

Available for retail licensing, enabling stores to engage not only lucha libre lovers but Hispanic consumers and pop-culture fanatics as well!

# Saints & Rudos Streetwear

Lucha Libre  
Inspired  
Streetwear

Saints & Rudos  
East Los Angeles, Ca

Minimalist style inspired by lucha libre and SoCal skateboarding brands makes Saints & Rudos a favorite brand for luchadores, and their fans, to wear outside of the ring.

# Lucha Brothers Brand®

Two of the most popular luchadores on the planet, real life brothers Penta Zero M and Rey Fenix, best known as "The Lucha Brothers," are bringing Chicano culture to the forefront with their new streetwear line. Each release is seen globally as the brothers wear them during their appearances for All Elite Wrestling (on cable networks TNT and TBS in the U.S. and multiple networks internationally) and Lucha Libre AAA (TV network Azteca in Mexico, cable network Space throughout Latin America, globally on Twitch and YouTube), as well as promote them on their social media channels to nearly 1 million followers. 2021 saw the line get retail apparel distribution through Mad Engine.

**LUCHA BROTHERS**

The most popular duo in lucha libre today, cheered on by millions around the globe weekly, are the most in-demand luchadores on the planet!

10 years ago they were standing outside of Arena Mexico selling wrestling masks to fans who came to watch lucha libre events in the country's most famous venue. NOW, they perform in the main events in the same building as fans buy their masks outside.

They are the first luchadores in HISTORY to be main event stars simultaneously in BOTH of Mexico's major national lucha companies CMLL (on TV on numerous U.S. Spanish networks + live streaming on YouTube) & AAA (on national TV in Mexico & streaming live globally on Facebook Watch and Twitch) as well as appearing as main event stars in 3 U.S. based companies, each with large international fan bases: Impact Wrestling (U.S. POP TV), Lucha Underground (U.S. El Rey Network & globally on Netflix) and Major League Wrestling (U.S. beIN Sports Network & globally on YouTube). And, major media coverage has followed.

Penta ended 2018 winning multiple awards

Rolling Stone

Pentagon Jr on Blood, Breaking Arms and Bringing 'Lucha Underground' Back

Impact Wrestling

The Wrestler of the Year as voted by you - the Impact World Superstars. Pentagon Jr. has to take home an extraordinary 60% of the vote!

Impact Wrestling

The Wrestling/Pro of the Year as voted by you - Pentagon Jr. (Impact)

E! NEWS

The Week in Wrestling: A Rare in Pentagon Jr., the Ripple Effect of Deal

Impact Wrestling

Impact Wrestling results, live blog: Brox vs. Colt of Lee

Impact Wrestling

The Wrestling/Pro of the Year as voted by you - Pentagon Jr. (Impact)

And Fenix as champion of multiple leagues

**MAD ENGINE**

# IP & Entertainment Development

What makes Masked Republic different from most entertainment entities?

Masked Republic's portfolio of properties and brands brings together both ORIGINAL characters and GLOBALLY RECOGNIZED SUPERSTARS providing for:

**FLEXIBILITY**

**SCALABILITY** and

**INSTANT AWARENESS**

beyond most original IP.



# EVENT and ENTERTAINMENT CONSULTING & PRODUCTION

## FILM & TV CONSULTING & PRODUCTION

In the early 2000s, before there was even a "Masked Republic," founder Ruben Zamora was known in Southern California as one of the most prominent promoters of live lucha events, leading him to be an early consultant on Nacho Libre.

Meanwhile, Kevin Kleinrock was getting calls both for clip library access for use in TV and film and to provide talent for appearances on shows for networks including Comedy Central and A&E.

Later, when the duo would come together within Masked Republic, they would continue consulting while adding casting, scene coordination, costuming, and on-set production to their services.

Whether companies need to license a clip or want to create a scene as specific as their writers and producers can imagine - including location, lucha ring, costume design, stunt coordination and creative consulting for authenticity - Masked Republic can be their one-stop shop.

**Advertising clients have included Radio Shack, Verizon, HTC, Mexico Today**



## LIVE EVENT CONSULTING & PRODUCTION INCLUDING CORPORATE EVENTS & IN-VENUE ENTERTAINMENT

Masked Republic and its principals have been producing live lucha libre and professional wrestling events for more than two decades.

From intimate settings like the 380-seat "Live & Up Close Theater" at Sycuan Casino to the historic Grand Olympic Auditorium and the Los Angeles Sports Arena in the U.S. and from the Tecate Foro in Tijuana to the University of Guadalajara Sports Complex in Mexico, wherever the venue and whatever the scale, we deliver next-level entertainment based on lucha libre tradition.

Whether providing talent for meet & greets and in-store opportunities to 360° live event production for a special corporate event or lead attraction at your venue (like Agua Caliente Casino's outdoor amphitheater, in which we produced two sold-out shows in 2021), Masked Republic can deliver it all. We even made Senator and 2012 Presidential Candidate Mitt Romney into a luchador for a night!



# EXPERIENTIAL

## LIVE ACTION - ART - CULTURE

Expo Lucha is the largest lucha libre convention in the world, and the only one of its kind outside of Mexico!

Having visited Las Vegas, Nevada and San Diego, California, Expo Lucha will now travel east to Philadelphia's historic 2300 Arena, formerly the ECW Arena, on June 11 - 12, 2022. The event will again feature the legends, icons, and superstars of lucha libre combined with some of the world's best independent wrestlers, who will not only be showcasing their skills in the ring, but will be available for meet & greets and photo opportunities.

New to the next installment of Expo Lucha will be screenings of classic lucha libre films, panels (one on lucha libre toys and another about the history of lucha libre in modern pro wrestling in the U.S.), a luchador cosplay contest, a luchador custom figure contest, and more!

Expo Lucha is a fan interactive and family friendly event for all ages!

In January 2020, Fangirl Expo Services, LLC took a minority stake in Expo Lucha and will be working with Masked Republic to expand the convention to multiple times annually in different markets throughout the United States.

Check out the Expo Lucha San Diego Recap Video [CLICK HERE](#)



## EXPERIENTIAL MARKETING

With more than 25 years of live lucha libre event production, from small-scale private events to 10,000-seat arenas, Masked Republic is well equipped to customize a unique experiential marketing event for brands and locations.

### CASE STUDY:

Madame Tussauds in Hollywood, CA is working hard to shed the "Wax Museum" image that many conjure when hearing the Tussauds brand name and have the venue be seen more as a place to come for a unique experience - and one that is ever changing.

To that end, Tussauds and Masked Republic worked to create the Legends of Lucha Libre event to take place live in their courtyard directly on Hollywood Blvd. on Cinco de Mayo, 2019. Working within the venue's budget, Masked Republic delivered two main event star luchadores from Mexico along with over a dozen of Southern California's most in-demand and talented luchadores and produced a two hour live show that garnered both a surprise celebrity appearance by David Arquette and live coverage from FOX 11 KTLA news. Many media outlets picked up the story and photos in the following days as well.

The management at Tussauds was extremely happy with the event and immediately began discussing a follow up.



# NON-PROFIT DIVISION

Masked Republic is dedicated to both those who have a cultural tie to lucha libre and to the luchadores themselves without whom the entire industry could not exist.

Masked Republic, Inc. is a nonprofit educational corporation dedicated to creating awareness of, and appreciation for, the Mexican art form of lucha libre and additional aspects of Hispanic and Chicano culture, primarily through the presentation of conventions and events that celebrate the historic and ongoing contribution of lucha libre to culture and the arts.

To that end we will promote and produce educational and cultural exhibits and conventions under the name Expo Lucha.

Masked Republic is proud to be the first company in the world dedicated to “providing a path toward tomorrow” for the men and women of lucha libre.

Like the entire professional wrestling industry globally, there is no union to have the back of the athletes, no industry-wide pension or 401k opportunity, no formal manner in which to pool educational and legal advice. To that end, in 2018 we launched our non-profit luchador benefit division with a mission to:

- Subsidize legal expenses for luchadores and help them through processes including maintaining work visas and intellectual property matters (trademark and copyright filing, protection and enforcement).
- Create a system by which retired luchadores can receive passive income based on agreements for exploitation of their IP and from a “luchador wellbeing security” pool. The pool will first be funded by a portion of all Masked Republic, Inc. profits with a mission to have contributions from all lucha libre promotions and companies deriving their profits from the work of luchadores.

Additionally, Masked Republic has historically donated to a number of non-profit organizations dear to the hearts of its principals, including: the Foundation for Angelman Syndrome Therapeutics, the American Diabetes Foundation, and the American Cancer Society.



During the pandemic, hundreds of luchadores turned to handouts from the Lucha Libre Commission of Mexico City because no events meant no income. Masked Republic is dedicated to creating a system which better supports these real-life superheroes. It is past time for a serious change.

# LUCHA CENTRAL

One of Masked Republic's media holdings, **LuchaCentral.com** is the only bilingual lucha libre and wrestling news site and one of the most respected outlets among all of wrestling/lucha libre journalism.

With bureaus based in both the U.S. and Mexico, the site features some of the top names in lucha libre journalism.

Lucha Central is granted press access to events from the WWE and Mexico's Lucha Libre AAA on down.

The site's Year End Awards are considered the most prestigious legitimate awards in the lucha libre industry.

In April 2020, Lucha Central launched the Lucha Central Podcast Network, featuring weekly, bi-weekly and monthly series, many of which have accompanying video versions. Often ranked as the top lucha libre podcasts on platforms' wrestling charts and #1 on Mexico's iTunes Wrestling podcast charts, the series often

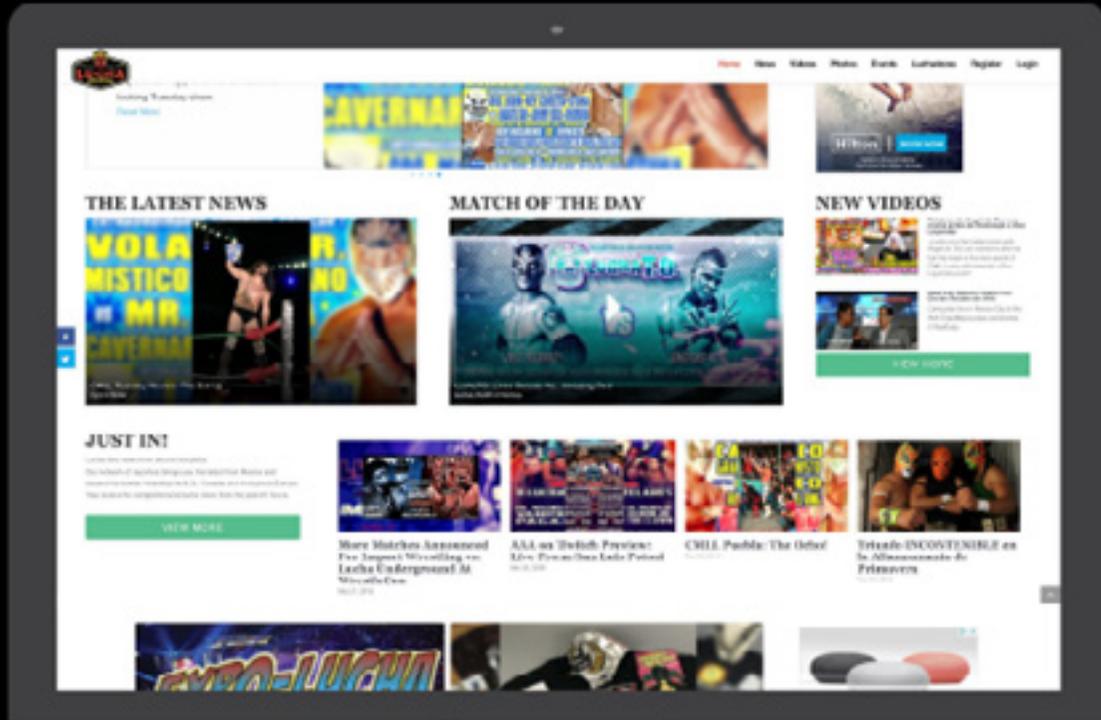
beats out those of global names like "Stone Cold" Steve Austin, Chris Jericho and WWE-produced series. Currently the network features two Spanish series, five English series and one which varies language episode to episode.

## THE FUTURE:

Lucha Central will launch Lucha Central: Over The Top, a brand-new AVOD (free, ad-supported video-on-demand) linear and VOD channel. Content will come both from some of the best libraries in Mexico and original first-run programming.



The Ultimate Source for Lucha Libre  
**Check out our new website!**



★ [www.LuchaCentral.com](http://www.LuchaCentral.com) ★



**RUBEN ZAMORA**  
**Founder & CEO**

- Leads all talent relations and live event aspects of Masked Republic.
- Former VP, Latin American Affairs - National Wrestling Alliance
- Lucha Libre Consultant - Nacho Libre
- Former Promoter & Executive Producer LuchaMania
- First U.S. Agent for lucha stars Rey Misterio, Psychosis, Konnan
- Former San Diego Police Department & Gaming Investigator



**KEVIN KLEINROCK**  
**President & COO**

- Leads all licensing and entertainment development aspects of Masked Republic.
- Creator/Writer/Producer - Wrestling Society X (MTV)
- Producer - Hulk Hogan's MCW (TruTV), Ultimate Blackjack Tour (CBS), Aruba Poker Classic (GSN) and pilots for G4 & TruTV.
- Former VP of Operations - Big Vision Entertainment (brands included GLOW, Ghost Hunters, National Wrestling Alliance)
- 25+ year sports entertainment and television writer/producer.
- Listed among Pro Wrestling's "Most Influential" by leading industry trade publication Pro Wrestling Torch and Mandatory's Wrestlezone.com

# MASKED REPUBLIC'S HISTORY AT A GLANCE

Among highlights, separately and together Masked Republic's principals have:

- Promoted, produced & written live lucha libre events for more than 25 years.
- Created, produced, wrote DVD series Desperados del Ring
- Created, produced, wrote TV series Wrestling Society X on MTV
- Created, produced, wrote TV pilot Viva La Lucha for Comcast
- Created, produced, wrote Pay-Per-View series Viva La Lucha (6 PPV events)
- Created, produced, wrote internationally syndicated TV series Viva La Lucha
- Created, produced, wrote TV pilot Lucha Las Vegas
- Created & Executive produced The Luchaverse comic book universe series of one-shots
- Launched & operate "Legends of Lucha Libre" to provide professional services for and manage IP of the legends, icons and superstars of lucha libre. "The NFLPA of lucha libre."
- Created & currently produce Expo Lucha, "The Comic-Con of Lucha Libre."
- Co-Created & currently developing "The Legend of Luchasatsu" with Mexico's Demente
- Created & currently developing Camp Lucha with Encantos, the leading bilingual ed-tech company.
- Created & currently developing The Dragon Lee trilogy of middle grade books with Future House Publishing.
- Created & currently developing more than a dozen original IP, including Luchahero Universe IP Lil' Luchas, Masks vs. Monsters, Legions of Luchas and Los Cadetes del Futuro.



# APPENDIX

# ABOUT THE SPORT OF LUCHA LIBRE

## ABOUT LUCHA LIBRE

In 2018, lucha libre was officially declared “an integral part of the culture of Mexico” by the country’s government. Formally organized in the city more than 85 years ago, lucha libre grew from an amusing entertainment to a national pastime to an international global phenomenon.

The top lucha libre stars in Mexico, known as luchadores, transcended the ring and would become stars of film and comic books as well. By the early 2000s, the silver mask of luchador El Santo had become one of the most recognized icons of the country, second only to the Virgin Guadalupe herself.

In the early 1990s, luchadores were starting to gain serious attention outside of Mexico as well in Japan, the U.S. and throughout Europe. But, things would never be the same after Rey Mysterio, Konnan, Juventud Guerrera, and Psychosis (all four of whom have been represented by Masked Republic) landed in Ted Turner’s World Championship Wrestling and would start to be featured on WCW Monday Nitro during the huge pro wrestling boom of the mid-late ‘90s.

When Vince McMahon’s WWE purchased WCW in 2001, many of the luchadores became part of the largest sports entertainment company on the planet, once again raising lucha libre’s profile. On April 2, 2006 at WrestleMania XXII, Rey Mysterio would win the WWE World Title and, in doing so, become the first ever luchador to hold the most valuable prize in the entire pro wrestling industry. From that point on, he was an icon to not only lucha libre fans, but throughout Mexico and the world.

By 2016, lucha libre had gone from simply being featured in Mexico and in the WWE to a truly global phenomenon where luchadores could be found headlining events throughout the world on any given night. In 2018, Masked Republic clients the Lucha Brothers (Penta Zero M

and Rey Fenix) became the first pro wrestlers in history to be main event stars in 5 different North American companies at the same time, featured on live events and television shows for Lucha Libre AAA, Consejo Mundial de Lucha Libre (CMLL), Lucha Underground, Impact Wrestling, and Major League Wrestling.

In 2022, while there is yet to be a national lucha libre promotion in the United States, more than 8 million viewers are seeing luchadores weekly between masked Mexicans on the rosters of WWE, AEW, Impact Wrestling, MLW and of course AAA and CMLL. And, this does not account for the international popularity of lucha libre in countries like Japan and throughout Europe.

With its cross-cultural and border-busting fandom, thanks in part to

appealing to what we have come to refer to as a “golden triangle” of fans (Hispanics + Pro Wrestling Fans + Pop Culture Fans), the global lucha libre revolution is just getting underway and **Masked Republic is poised to be the leaders in these exciting times!**



# MASKED REPUBLIC'S TV HISTORY

In 2007, a wrestling television program unlike any other hit the airwaves on MTV in the U.S. and across the globe (Mexico, Japan, France and beyond). "Wrestling Society X" was created, written and produced by Masked Republic's Kevin Kleinrock.

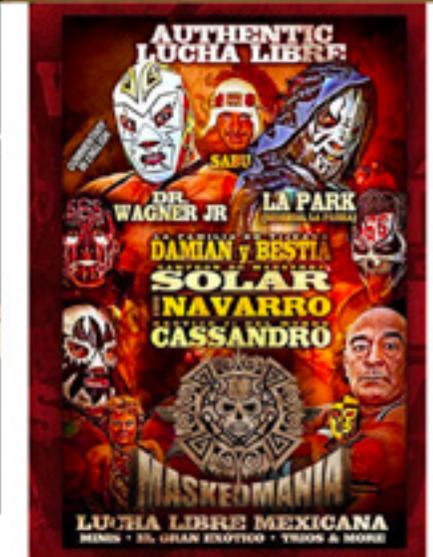
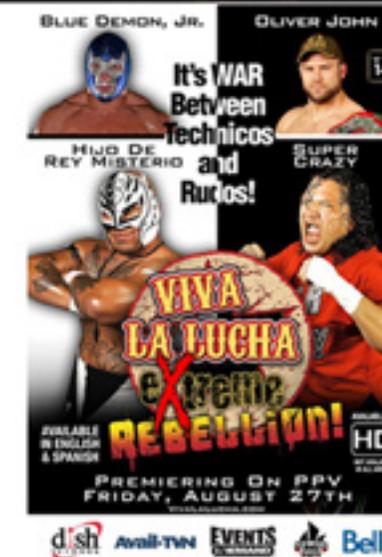
While the series featured a style inspired by lucha libre and the main event feud over the WSX World Championship was between two lucha libre headliners in Vampiro and Ricky Banderas, it was after producing Wrestling Society X that Kleinrock turned his attention fully toward lucha libre.

Kleinrock tapped Masked Republic founder and CEO Ruben Zamora to be his production partner on his next TV pilot, Viva La Lucha, which was produced for the G4 Network. While a change in guard at the network meant the pilot would not see the light of day, the duo would go on to bring the Viva La Lucha brand to global television.

First, Masked Republic would produce a series of six bilingual bi-monthly Pay-Per-View events under the Viva La Lucha banner and then those events became the basis for a 13-episode season of the Viva La Lucha TV series which would be syndicated in a multitude of foreign markets.

For their next Pay-Per-View event, the company would debut their "MaskedMania" concept, bringing a full lucha libre event to a market which had never received an authentic top-to-bottom lucha card before. Live from Philadelphia, PA, the event streamed live on internet PPV followed by both English and Spanish broadcasts on all of the leading cable and satellite providers in the U.S. In fact, five years later, the Spanish version is still receiving replays from cable and satellite companies - a very strong statement about both the quality of the production and the lack of content for lucha libre fans to consume. The success of MaskedMania also pushed forward the company's mission to bring lucha libre to markets that were not the usual suspects for such events.

Additionally, word that Masked Republic was the "go-to" company for lucha libre both live and televised was starting to spread and the company started to field a plethora of calls for coordination and consultation for TV series wanting to feature an episode or segment on the sport.



## BIOS ON PRINCIPLES



# Ruben Zamora

## FOUNDER & CEO, EXECUTIVE PRODUCER

Growing up between Los Angeles and San Diego, Ruben Zamora always had an affinity for lucha libre. He has been quoted in the media explaining that as a child, it was not Superman or Batman to whom he looked as heroes, but rather luchadores.

They too had masks and capes, but they were REAL and he could see them in local arenas like The Olympic Auditorium in L.A. or the world famous Auditorio de Tijuana. He could reach out and touch them on their way to the ring and then he could see them fly through the air and use what appeared to be superhuman strength and skill to vanquish the evil "rudos." A love of lucha libre developed and it would never be lost.

His personal journey into lucha libre began back in the 1990s when he was a police officer for the city of San Diego. In order to stay in shape physically for the job, Ruben enrolled in Rey Misterio Sr.'s lucha libre school in Tijuana. And, while he enjoyed his brief time in the ring, the fact that he was a bilingual Mexican-American quickly made him the guy that the school's star luchadores would turn to when an American promoter reached out to book them for a show. In a short time, he found himself managing the U.S. dates for a number of talents. This would eventually develop into promoting/producing events on this side

of the border as well. At first, Zamora and Misterio Sr. would team up under the banner "Luchamania" to bring events to the San Diego area.

In the early 2000s, Zamora started a company called 'Masked Republic' which handcrafted the lucha libre masks and wrestling attire for many stars both in Mexico and the U.S.

In 2004, Zamora met pro wrestling and entertainment producer Kevin Kleinrock, and a few years later, he began running events under his own banner "Viva La Lucha."

Zamora was developing a reputation as the "go-to guy" for all things lucha libre. He was even contacted by film producer Jared Hess, who was making a family comedy film centered on the sport. This led to Ruben being one of the earliest consultants on the cult classic "Nacho Libre."

In 2007, Zamora and Kleinrock produced a "Viva La Lucha" TV pilot for the G4 Network. It was in the midst of the production that the

two decided to form their own tag-team of sorts and Kleinrock would begin working with Zamora to expand the operations of Masked Republic beyond just making masks... they wanted to do everything they could to expand lucha libre beyond the borders of Mexico...a goal that would proudly become the trademark of Masked Republic.

The first mission was to begin working with luchadores to protect, manage, and capitalize on their IP through merchandising via the company's LuchaShop.com website. Ruben successfully signed dozens of the biggest names and brightest stars in the lucha world.

In 2010, Zamora brought Kleinrock into the company full time, and the portfolio of properties, brands, and IP throughout this presentation were developed or introduced.

## BIOS ON PRINCIPLES



# Kevin Kleinrock

**PRESIDENT & COO, EXECUTIVE PRODUCER**

Having ranked amongst Pro Wrestling's Most Influential People (as determined by both leading industry trade publication Pro Wrestling Torch and Mandatory's WrestleZone.com), Kevin has co-created, written, and produced several pro wrestling television programs for network TV, syndication, and international markets

He has produced more than 100 major live pro wrestling events in the U.S. & Mexico, many of which were filmed for PPV, television, or home entertainment.

Kleinrock's career in professional wrestling and entertainment began at age 16 and by the time he graduated from UCLA in 2000, he was writing and producing weekly episodic television for what would become the third-largest wrestling company in the United States and the number-one brand of wrestling on home entertainment behind the WWE.

In 2006, Kleinrock created, wrote, and produced the "Wrestling Society X" series for MTV. The series was considered the most groundbreaking wrestling series of the 2000s, and despite its short run, introduced many young and upcoming stars to wrestling fans across the globe - stars who would go on to be featured in the WWE and Mexico's Lucha Libre AAA.

After WSX, Kleinrock would go on to serve as a producer for Ultimate Blackjack Tour (CBS), Aruba Poker Classic (GSN), Hulk Hogan's Micro Championship Wrestling (TruTV), and pilots for G4 & TruTV.

He co-created & produced a number of successful home entertainment series, many of which spent numerous weeks on the Billboard Charts.

Beyond television, Kevin served in the role of Vice President of Operations of Big Vision Entertainment and was the executive in charge of numerous divisions: development & acquisitions for television and home entertainment, daily operations of home entertainment division (one of the largest special interest home entertainment labels in the world), new media initiatives (including internet, mobile, PPV & VOD platforms) and both media & IP licensing with companies including HBO, Showtime, and Cinderblock Mfg.

In 2010, Kleinrock left Big Vision to join Masked Republic full time. His brand and IP development since that time are featured throughout this presentation.

# MASKED REPUBLIC 2021: THE RECAP

A look back at the banner year in:

- **Content Development,**
- **Licensed Products, and**
- **The Return of Live Events**

The collage features several key elements:

- Top Left:** A person wearing a highly detailed, colorful Luchador mask.
- Top Middle:** A news snippet from SI SPORTSBOOK titled "Masked Republic Paving New Path in Pro Wrestling" dated JAN 9, 2021. The text states: "Masked Republic is helping wrestlers manage their brand, negotiate their contracts a influence outside the ring".
- Top Right:** A "kidscreen" logo and a snippet titled "Demente Animation pacts with Masked Republic" dated JAN 17, 2021.
- Middle Left:** Two action figures in their packaging, labeled "PETER AZARO III" and "My Petrix".
- Middle Right:** A trade show booth for "majorwfpod" featuring a large cutout of a man's head and various merchandise.
- Bottom Left:** A grid of small images showing various scenes, including a wrestling match and people.
- Bottom Middle:** A news snippet from SI SPORTSBOOK titled "New Group Visa Makes It Easier for Luchadores to Work in U.S." dated AUG 10, 2021. The text states: "Entertainment company Masked Republic has secured visas for 50 lucha libre stars to come work shows in America." An image of a wrestler in mid-air is also shown.
- Bottom Right:** A row of six different Luchador masks and a small image of a wrestler in a ring.



## WRESTLING

### Masked Republic Paving New Path in Pro Wrestling

BY JUSTIN BARRASSO

The screenshot shows the full article page on the Sports Illustrated website. At the top, there is a navigation bar with the 'SI' logo and 'WRESTLING' category, followed by links for NFL, NCAAF, MLB, NBA, FANTASY, SOCCER, HOCKEY, NCAAB, and SUBSCRIBE. The main article title is 'Masked Republic Paving New Path in Pro Wrestling'. Below the title is a sub-headline: 'Masked Republic has created a new avenue for luchadores, helping them manage their brand, negotiate their contracts and expand their influence outside the ring.' The author is listed as Justin Barrasso, with an update date of May 9, 2021, and an original date of May 9, 2021. There are social media sharing icons for Facebook, Twitter, Pinterest, and Email. A short paragraph follows: 'Ring of Honor is actively negotiating new contracts for Rush and Dragon Lee, with new deals expected to be finalized as soon as next week.' Another paragraph states: 'The two stars are integral pieces in the present and future of Ring of Honor, as Rush is ROH Champion and Dragon Lee is reigning Television Champion. They have both benefited tremendously during their ROH contract negotiations from the services of Masked Republic, a multi-platform company that continues to evolve and find innovative ways to help wrestlers.' At the bottom of the article is a featured image with the text: 'La Facción Ingobernables: Rush & Dragon Lee Sign With Masked R...' and 'Masked Republic Has Signed Dragon Lee and Rush AKA La Facción Ingobernables'. On the right side of the page, there is a sidebar with a diagram and a section titled 'How Are You Handling Volume Caps on Shipping?' with a 'See More' button.



## New Group Visa Makes It Easier for Luchadores to Work in U.S.

Entertainment company Masked Republic has secured visas for 50 lucha libre stars to come work shows in America.

AUG 10, 2021

AUG 10, 2021

# Masked Republic Secures Group Visa to Bring More Luchadores to U.S.

By securing a P-3 group visa, 50 international luchadores will be able to work shows in America more easily.



WRESTLING

## Luchador Lince Dorado Prepares to Show a New Side of Himself

We spoke with the masked luchador in his first interview since being released by WWE in November.

BY JUSTIN BARRASSO

Lince Dorado is returning to the wrestling scene with new representation.

The former WWE star has signed with [multiplatform entertainment company Masked Republic](#), with which he will also co-develop entertainment intellectual property.

"It makes perfect sense to partner with them," Dorado says, speaking with *Sports Illustrated* in his first post-WWE interview. "I can do a lot for them with the American audience, creating original lucha libre content."

Dorado's relationship with Masked Republic dates back to 2007—his rookie year—and is *Viva La Lucha* television pilot. Masked Republic flew out four Chikara wrestlers, Dorado among them, to work the pilot taping in Tijuana.

"That was my first big break," says Dorado, who is 34-year-old José Cordero. "They're a lucha libre company that understands lucha libre, but it's much more than that. They understand culture; they understand marketing.

"They trust there is something in me, and I trust that there's something in them that will elevate both of us. We have the potential to take over the entire lucha libre market."

The decision to partner with Masked Republic opens a wide world of possibilities for Dorado, including writing his first book. The former high school math teacher will also be able to control the direction of his in-ring career and persona.



SCREEN

## Demente Animation pacts with Masked Republic

The Mexican studio will work with the lucha libre wrestling brand to make animated TV series and interactive games for kids.

By Alexandra Whyte January 7, 2021



By Alexandra Whyte

January 7, 2021

Mexico's Demente Animation has signed a production deal with Masked Republic, the San Diego-based entertainment company best known for its lucha libre wrestling matches (pictured).

Demente will focus on kids, making animated TV series and animation for interactive games. All content will be based on Masked Republic's original IPs and luchadore wrestlers, and the first series to come out of the initiative will target six- to 12-year-olds.

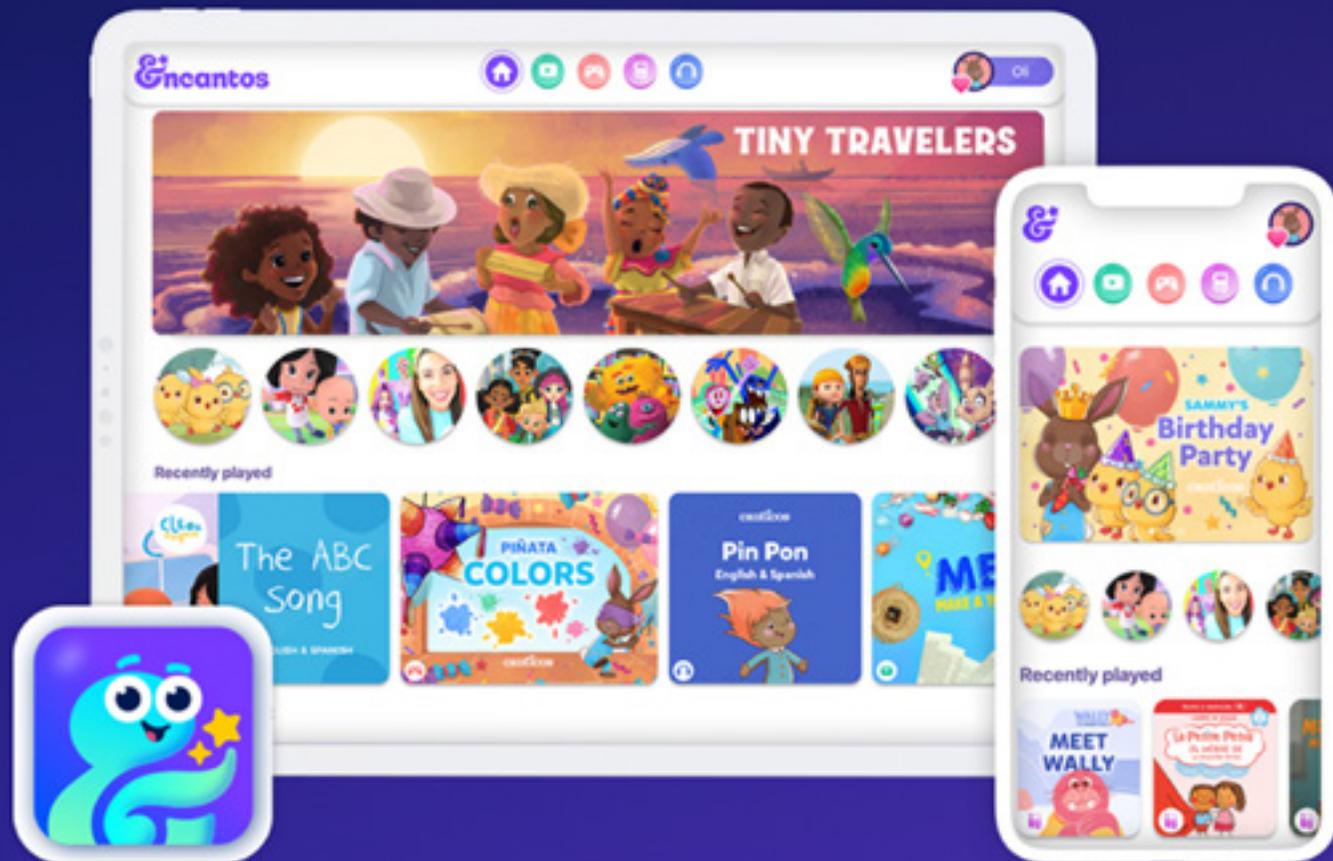
Masked Republic itself is currently working on five kids TV series, says president and COO Kevin Kleinrock.

The lucha libre scene appears to be a growing trend in kids content right now. French animation company Vivement Lundi! is also working on a series about Mexican wrestling; Super-Lucho is a stop-motion/2D-animated hybrid for kids ages six to 10.



# WELCOME TO THE WORLD OF &ncantos

The Storyteaching App Kids Love



The logo for Encantos, featuring the word "Encantos" in a purple, stylized font with a small star above the letter 'c'.

Encantos and Masked Republic Partnership (Graphic: Business Wire)

September 29, 2021 09:00 AM Eastern Daylight Time

CULVER CITY, Calif.--(BUSINESS WIRE)--Encantos, an award-winning education technology company, today announced a partnership with Masked Republic to develop a new lucha libre-inspired kids property. Inspired by real life luchadores and Mexican mythology, the new Encantos Original property will take lucha libre culture beyond the wrestling ring, teaching learning, literacy, and life skills to kids around the world. As the leader in lucha libre, Masked Republic's Legends of Lucha Libre division acts as the "player's association of luchadores" representing dozens of the industry's top icons, legends and superstars for name, image, likeness and intellectual property rights.



Future House Publishing and Masked Republic Create Bilingual Book Series Centered on Champion Luchadores The Muñoz Family – Dragon Lee, Rush, Dralístico, and El Toro Blanco

Provo, UT – Future House Publishing and Masked Republic are teaming up for an all-new bilingual middle grade series. The trilogy of books will be centered on real-life lucha libre megastars “La Dinastia Muñoz”—brothers Dragon Lee, Rush, and Dralístico, along with their father El Toro Blanco (also known as Bestia del Ring). These fantasy children’s books will feature heartwarming family moments alongside epic fights between the luchadores and terrifying monsters.

The books will be bilingual, filling a need for more authentic Hispanic content for native Spanish speakers. English and Spanish text will be written on side-by-side pages so that bilingual families will be able to enjoy them in whichever language each family member is most comfortable with and those working to learn a second language can enjoy a fun approach to their studies.

Masked Republic's Director of Development, Hector Rodriguez III, has a background in writing bilingual curriculum for grade-level students. He said, "This collaboration between Masked Republic and Future House truly presents an opportunity to uplift all readers and work toward creating bilingual, bi-literate children who are culturally proficient and embrace diversity."

"Growing up, I do not remember there being many books with characters with whom I was able to identify," said Dragon Lee (whose real name is publicly unknown per the long-standing masked lucha libre tradition). "To be part of a series written by and starring Spanish-speaking characters—one that focuses on our culture's rich traditions both in terms of lucha libre and family—is a real dream come true."

Dragon Lee is considered one of the greatest high-flying luchadores of the modern era. A multi-time champion in Mexico's CMLL, Lee is also one of the most popular luchadores in Japan, where he has won the IWGP Junior Heavyweight Championship. In January of 2019, Lee broke through with American audiences like never before when he signed with Ring of Honor. He is currently both the ROH World Television Champion and one half of the ROH World Tag Team Champions and a star of Lucha Libre AAA.

Dragon Lee's brother Rush is one of Mexico's top-drawing superstars, having sold out the historic Arena Mexico multiple times throughout the past decade. In 2014, Rush formed "Los Ingobernables," the wildly popular faction of rudos (rulebreakers/bad guys) many have compared to the popularity of the NWO during the 1990s pro wrestling boom in the U.S. The eldest Muñoz brother had six championship reigns in CMLL, including the World Light Heavyweight Championship, which he held for nearly two years. In late 2018, Rush joined U.S. based Ring of Honor, where he has held the ROH World Championship twice for more than 500 days combined.

Rush, whose real name is William Arturo Muñoz González, is excited to share the books with his son. "My son already wants to follow in my footsteps and become our family's first third-generation luchador. He is very excited to read about the monster hunting adventures my brothers and I will go on. But, he knows that we take his education very seriously. My wife and I think that the way the books will feature side-by-side Spanish and English will be a great way for him to be learning in two languages at the same time, maybe without even realizing it."



**RECENT**

**'Maya the Bee' Eco Trend Book Offers Sustainability in Product and Packaging**

OCT 27, 2021

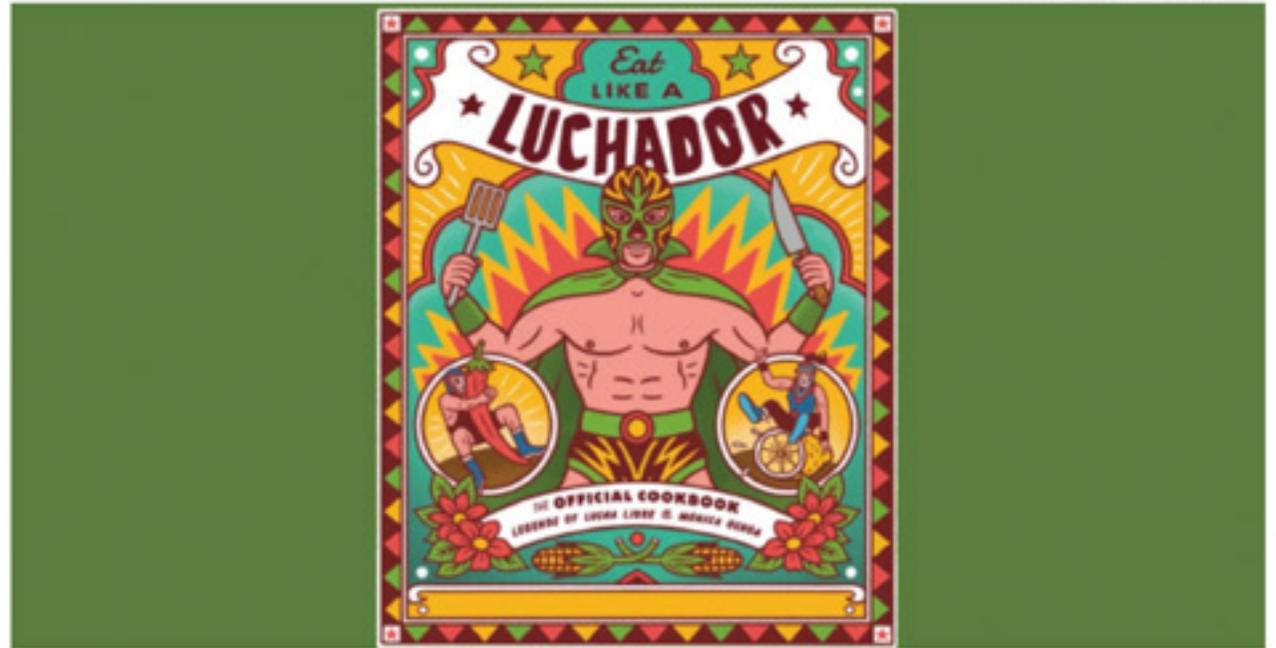


**WildBrain Spark Expands to the Metaverse**

NOV 09, 2021

**New 'Yu-Gi-Oh!' Collectibles Slated For Holiday Season**

# Masked Republic Releases Luchador Cookbook



Cookbook inspired by Mexican wrestling has been published by Running