

VICE SPORTS

HOSTED BY CHRISTOPHER “MAD DOG” RUSSO, EXPERTS SETTLE FOOTBALL'S GREAT DEBATE IN *BRADY VS. BELICHICK: THE VERDICT*

**New Series Premieres Jan. 21 at 10:00 PM ET on VICE TV and Includes
Former Patriot Rob Gronkowski, Two-Time Super Bowl Champion Carl Banks,
and Renowned Sports Journalists Bob Costas and Peter King**

NEW YORK (Jan. 7, 2025) – Quarterback Tom Brady and Head Coach Bill Belichick led the NFL's New England Patriots to nine Super Bowl appearances and six championships from 2001 to 2019, spearheading the longest dynasty in NFL history. Along the way, the question arose: who was more critical to the team's massive success, Brady or Belichick? On Tuesday, Jan. 21 (10:00-11:00 PM ET), VICE TV debuts ***Brady vs. Belichick: The Verdict***, a three-part event hosted by **Christopher “Mad Dog” Russo** that finally resolves this nagging question. Episode two airs a week later, Tuesday, Jan. 28 (10:00-11:00 PM ET), building to the finale on Tuesday, Feb. 4 (10:00-11:00 PM ET), when the verdict is revealed.

Brady vs. Belichick: The Verdict presents compelling arguments from both sides of the debate. The series features arguments from witnesses to the greatness of each, including **former Patriots Rob Gronkowski, Matt Cassel, Devin McCourty, Rodney Harrison, and two-time Super Bowl champion Carl Banks, plus renowned sports journalists Peter King, Bob Costas, Dan Shaughnessy, Mike Greenberg, and Michelle Beadle**. Participants take a side, and each group argues its case, first for Brady, then for Belichick. In the climactic final episode, the sides converge and, along with surprise guests, weigh the evidence presented in the first two episodes before Russo delivers “The Verdict,” putting to rest once and for all one of the biggest sports debates of our time.

“This is the type of authentic, compelling sports programming that only VICE can deliver,” said VICE TV President, Pete Gaffney. “Our lineup of NFL stars and some of the biggest names in sports journalism will answer the debate that has been raging between fans and media for over a decade.”

Added Russo: “The ultimate coach and quarterback tandem in NFL history? Halas and Luckman? Lombardi and Starr? Walsh and Montana? No doubt it's Bill Belichick and Tom Brady. Two GOATs. But who was more integral to the New England Patriots' two decades of unparalleled success? That's the great unanswered question we argue, debate, and resolve on *Brady vs. Belichick: The Verdict!*”

In addition to ***Brady vs. Belichick: The Verdict***, the network's VICE Sports prime-time programming slate will be anchored by the original series ***Pitino: Red Storm Rising*** and ***Calipari: Razor's Edge***, featuring two of the most prominent and controversial coaches in college basketball, St. John's University's Rick Pitino and University of Arkansas' John Calipari. VICE TV

will also air four original series from VICE Studios: ***Dark Side of the Cage***, ***The Grudge***, ***Sports Gone Wrong***, and the highly anticipated sixth season of VICE TV's signature franchise, ***Dark Side of the Ring***.

Brady vs. Belichick: The Verdict is executive produced by The WorkShop Content Studios.

As global demand for sports programming continues to grow, VICE Media recently launched the **VICE Sports** brand, coupled with a significantly expanded original sports programming strategy. VICE TV, the company's 40M plus subscriber cable television network in partnership with A+E, has shifted its prime-time programming to a sports-first model. VICE TV will co-produce and air seven original sports series early next year with prime-time programming blocks branded VICE Sports as part of this shift. Overall, the company will produce more than 50 hours of sports-themed docuseries, programs, events, and podcasts for global distributors across television and digital.

ABOUT VICE MEDIA

VICE Media is a global media and entertainment company, focused on producing authentic, high-quality content across television, digital, film, news, and branded advertising. The company has four main businesses in its portfolio: VICE Studios (award-winning television, documentary, and film production company); VICE TV (40M plus subscriber sports and entertainment cable network in partnership with A+E); VIRTUE Worldwide (a global, full-service strategic, creative, and branded entertainment agency that excels in increasing brands' cultural capital in today's ever-changing, digital-first world) and Pulse (leading commercial and music video production company). Recent Vice Studios content includes hit UK series ***Gangs of London*** (now available on Netflix in the U.S), MAX documentary ***Bama Rush*** and the newly launched video podcast ***Shane Smith Has Questions*** which has attracted millions of views on YouTube.

The company's owners (funds managed by affiliates of Fortress Investment Group, Soros Capital Management and Monroe Capital) are committed to future growth, with potential M&A as part of the long-term strategic plan.