

#### For Immediate Release:

Nov. 6, 2007

# ULTIMATE FIGHTING CHAMPIONSHIP® PRESENTS UFC 80: RAPID FIRE

# SATURDAY, JANUARY 19, 2008 LIVE FROM METRO RADIO ARENA, NEWCASTLE, ENGLAND

UFC® INTERIM WORLD LIGHTWEIGHT TITLE "THE PRODIGY" BJ PENN vs. JOE "DADDY" STEVENSON



(click to view video highlights)

# ALSO: HEAVYWEIGHT FEATURE GABRIEL "NAPAO" GONZAGA vs. FABRICIO WERDUM



(click to view video highlights)

# Tickets Go on Sale Wednesday, Nov. 7 at 10am GMT

Las Vegas, NV (USA) – Hawaiian superstar BJ Penn has waited six years for another shot at the lightweight title that eluded him in 2002. On January 19, 2008, at the Metro Radio Arena in Newcastle, England, "The Prodigy" finally gets his chance for redemption when he challenges Joe "Daddy" Stevenson for the Interim World Lightweight Championship at UFC 80: RAPID FIRE. Also featured on this star-studded card, which was made official today by the Ultimate Fighting Championship® (UFC®) organization, is a heavyweight showdown between top contenders Gabriel "Napao" Gonzaga and Fabricio Werdum.



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"BJ Penn and Joe Stevenson are two of the top lightweights in the world," said Dana White, UFC President. "Penn is the former world welterweight champion and Stevenson is unbeaten in the UFC as a lightweight. Both of these guys are known for their ground games and their will to win, so not only will it be a great fight, but the winner will become the interim world lightweight champion."

Tickets for **UFC 80:** *RAPID FIRE* will go on public sale Saturday, Nov. 10 at 10am GMT and will be priced at £35, £50, £100, £150 and £200. Tickets will be available through ticketmaster.co.uk and www.metroradioarena.co.uk.

**UFC**<sup>®</sup> *Fight Club*<sup>™</sup> members will have the opportunity to purchase tickets to this event Wednesday, Nov. 7 at 10am GMT via the website www.ufc.com. A special Internet ticket pre-sale will be available to UFC newsletter subscribers Friday, Nov. 9 starting at 10am GMT. To access this presale, users must register for the UFC newsletter through <a href="https://www.ufc.com">www.ufc.com</a>.

One of the most gifted fighters to ever grace the UFC Octagon<sup>™</sup>, hence his nickname, "The Prodigy", BJ Penn (12-4-1) has amazed fight fans throughout his career with a blend of stellar ground work, knockout power, and a warrior's heart. In 2002, he challenged for the lightweight title against Jens Pulver but fell short in a five round war. Two years later though, he shocked the world when he won the welterweight title by submitting Matt Hughes at UFC 46. In 2007 though, Penn returned to the division where he first made his mark and he began on his road to the 155-pound title by avenging his first defeat with a submission win over Pulver at *The Ultimate Fighter*® season five finale on June 23<sup>rd</sup>. He will come full circle on January 19 if he can defeat Stevenson for the interim lightweight title.

"I'm very excited to be fighting for the UFC lightweight interim title and to be matched up against Stevenson," said Penn. "Our styles are very similar, and we both want the interim title, so I think it will be a good fight and an excellent fight for the fans."

A pro fighter since the age of 16, Joe "Daddy" Stevenson (33-7) has more experience than most fighters twice his age, and his time in the trenches of the fight game has prepared him for his first world title shot. First arriving on the UFC scene as a welterweight with a win on season two of *The Ultimate Fighter*, Stevenson soon determined that his true fortunes lay in the lightweight division, and since moving to 155 pounds, he has been unstoppable, stopping Yves Edwards, submitting Dokonjonosuke Mishima and Melvin Guillard, and decisioning Kurt Pellegrino en route to his meeting with Penn in Newcastle.

"I'm really excited to fight BJ, and I'm happy to have the chance to fight for the interim title," said Stevenson. "I think BJ is an awesome fighter. He has a dangerous ground game, but I don't think it will be too big of a factor. And he's not going to knock me out, so I'm confident that it will be my hand that's raised at the end of the night."



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Also featured on the UFC 80 card is the heavyweight feature Gonzaga vs. Werdum.

One of the most dangerous heavyweights on the planet, with the ability to end a fight via submission or with a devastating knockout, Rio De Janeiro native Gabriel "Napao" Gonzaga (8-2) captured the imagination of UFC fans in April when he knocked out the feared striker Mirko Cro Cop with a single head kick at UFC 70. And though Gonzaga fell short in his subsequent shot at Randy Couture's heavyweight crown in August, the 28-year old Brazilian Jiu-Jitsu Black Belt is eager to get back in line for a title shot, something that will be made easier with a win over the only other man to beat him, Fabricio Werdum.

A highly-regarded veteran who made his name in the PRIDE® organization, Porto Alegre, Brazil's Fabricio Werdum (9-3-1) lost a hard-fought decision to former heavyweight champion Andrei Arlovski in his UFC debut in April, but he plans on evening his record on January 19 by repeating his 2003 TKO win over Gabriel Gonzaga. To do that, the highly decorated Brazilian Jiu-Jitsu Black Belt will have to use the tools that led him to PRIDE wins over Alistair Overeem and Aleksander Emelianenko and which have led many to dub him the best kept secret in the heavyweight division

Also confirmed for UFC 80 is a welterweight battle of the adoptive Brits as Irish-American Marcus Davis clashes with Anglo-Frenchman Jess Liaudin.

Former pro boxer Davis is on an incredible 10 fight winning streak and is coming off two hugely impressive wins in Belfast and London. Likewise, the London-based Liaudin, a 19 fight MMA veteran, is in the form of his life and has won both his previous UFC fights in the very first round.

The remaining bouts for **UFC 80:** *RAPID FIRE* will be announced in the near future. All bouts live and subject to change. For further information on the UFC visit <a href="www.ufc.com">www.ufc.com</a> or <a href="www.ufc.com">www.ufc.com</a>.

#### **About The Ultimate Fighting Championship**

The Ultimate Fighting Championship® brand is the world's leading professional mixed martial arts organization and offers the premier series of MMA sports events. Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., the UFC® organization produces approximately twelve to fourteen live payper-view events annually that are distributed through cable and satellite providers. In addition to its U.S. distribution, UFC fight programs are distributed throughout the world including broadcast on MAIN EVENT in Australia, Globosat in Brazil and Bravo and Setanta Sports in the United Kingdom. For more information, or current UFC fight news, visit www.ufc.com or uk.ufc.com or www.ufcespanol.com.



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For Immediate Release:

January 7, 2008



# ULTIMATE FIGHTING CHAMPIONSHIP® ANNOUNCES ADDITIONAL MAIN CARD BOUTS FOR UFC 80: RAPID FIRE

# WILSON GOUVEIA vs. JASON LAMBERT JESS LIAUDIN vs. MARCUS DAVIS JORGE RIVERA vs. KENDALL GROVE

# LIVE FROM METRO RADIO ARENA IN NEWCASTLE, ENGLAND SATURDAY, JANUARY 19, 2008

Las Vegas, NV (USA) – The Ultimate Fighting Championship (UFC®) organization today announced the remaining fights on the main card for the upcoming UFC 80: *RAPID FIRE* which features "The Prodigy" BJ Penn as he finally gets his chance for redemption when he challenges Joe "Daddy" Stevenson for the World Lightweight Championship and a heavyweight showdown between top contenders Gabriel "Napao" Gonzaga and Fabricio Werdum.

Also on the main card are exciting match-ups between Wilson Gouveia vs. Jason Lambert; Jess Liaudin vs. Marcus Davis; and Jorge Rivera vs. Kendall Grove. The UFC presents **UFC 80:** *RAPID FIRE* <u>Saturday</u>, <u>January 19</u>, live from Metro Radio Arena in Newcastle, England.

Tickets for **UFC 80:** *RAPID FIRE* are on sale now and are priced at £35, £50, £100, £150 and £200. Tickets will be available through ticketmaster.co.uk and www.metroradioarena.co.uk.

**UFC 80:** *RAPID FIRE* is available live on pay-per-view in the United States at 3 pm EST/Noon PST and on replay at 10 pm EST/7 pm PST on iN DEMAND, DIRECTV, DISH Network, TVN, Bell ExpressVu, Shaw Communications and Viewer's Choice Canada for a suggested retail price of \$39.95 (\$39.99 CAD) and \$49.95 for HD where available.





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Wilson Gouveia (9-4-0) 6'1"/205 lbs., fighting out of Coconut Creek, Fla. and Jason "The Punisher" Lambert have battled successfully on the fringe of the top ten rankings, with seven impressive UFC wins between them, and one of these light heavyweights will make the move from prospect to contender. Gouveia has been around the MMA block a few times in his career, fighting everyone from Jon Fitch to Keith Jardine. But through it all, Gouveia kept his eyes on the prize, knowing that his day would eventually come. After three straight submission wins in the UFC over Wes Combs, Seth Petruzelli, and Carmelo Marrero, the ever-improving Gouveia gets his big shot to move up when he takes on Lambert (23-6-0). "The Punisher" 5'10"/205 lbs., has lived up to his nickname over the course of his UFC career, pounding out wins over Terry Martin and Branden Lee Hinkle. It wasn't until his spectacular knockout of "Babalu" Sobral that Lambert's name started popping up in talks of the light heavyweight title picture. The North County Fight Club light heavyweight will look to again prove himself worthy for a shot at the elite when he takes on Gouveia.

Jess "The Joker" Liaudin (12-8-0) 5'9"/170 lbs., fighting out of London, is a lifelong martial artist who has competed in a host of disciplines since the age of eight. Liaudin learned on the job as a pro MMA fighter, and his early record reflected it. Since hitting his stride in 2006, the French born fighter has been unstoppable, and if his spectacular UFC wins over Dennis Siver and Anthony Torres are any indication, the elite welterweights better watch out for "The Joker" in 2008. Marcus "The Irish Hand Grenade" Davis (18-4-0) 5'10/170 lbs., fighting out of Bangor, ME, is a member of the cast of *The Ultimate Fighter*® second season. He has established himself in the United States with big UFC wins over Forrest Petz, Shonie Carter, and Pete Spratt. In the second half of 2007, Davis went international with victories over Jason Tan and Paul Taylor in the UK that built him a whole new fan base. Davis returns to his home away from home to face Liaudin. At the end of this fight the loser's unbeaten streak will be broken, while the winner moves one step closer to a world title shot.

Jorge "El Conquistador" Rivera (14-6-0) 6'1"/185 lbs., a diehard member of Red Sox nation, and resident of Milford, Massachusetts, Rivera has survived ups and downs like his favorite baseball team and is still standing and swinging for the fences. Winner of five of his last seven bouts, including UFC victories over Edwin Dewees and Dennis Hallman, "El Conquistador" has faced the best over the course of his six year career. Now he's ready to show that he is one of the best at 185 pounds as he takes on Kendall "Da Spyder" Grove. Before his stint on season three of *The Ultimate Fighter*, Grove (10-4-0) 6'6"/185 lbs., was viewed as a talented but erratic fighter. Yet after six weeks on the show, which he won by defeating Ed Herman, "Da Spyder" was a new man, in and out of the Octagon. Two more UFC wins have followed, and though he fell short against Patrick Cote in August, Grove has shown that he has the skill and resolve to get back on track. *The Ultimate Fighter* reality show launched the career of Grove and saved the career of Rivera. Now they meet at the crossroads in what may very well be the most important bout of their careers.

For more information about UFC 80 or any upcoming UFC event, visit <a href="www.ufc.com">www.ufc.com</a> or <a href="www.ufc.com">uk.ufc.com</a>. All bouts are live and subject to change.



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#### **About The Ultimate Fighting Championship**

The Ultimate Fighting Championship<sup>®</sup> is the world's leading professional mixed martial arts organization and offers the premier series of MMA sports events. Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC<sup>®</sup> produces over twelve live pay-per-view events annually that are distributed residentially through various cable and satellite providers including InDemand and DirecTV, and commercially through Joe Hand Promotions. In addition to its U.S. distribution, UFC programming is distributed in over 100 countries and territories throughout the world. For more information, or current UFC fight news, visit <a href="www.ufc.com">www.ufc.com</a> or <a href="www.ufc.com">www.ufc.com</a> or

Ultimate Fighting Championship<sup>®</sup>, Ultimate Fighting<sup>®</sup>, UFC<sup>®</sup>, The Ultimate Fighter<sup>®</sup>, Submission<sup>®</sup>, As Real As It Gets<sup>®</sup>, Zuffa<sup>™</sup>, The Octagon<sup>™</sup> and the eight-sided competition mat and cage design are registered trademarks, trademarks, trade dress or service marks owned exclusively by Zuffa, LLC in the United States and other jurisdictions. All other marks referenced herein may be the property of Zuffa, LLC or other respective owners.

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# UFC® PRESIDENT DANA WHITE

Dana White was named president of the Ultimate Fighting Championship® (UFC®) in January 15, 2001, when Zuffa, LLC acquired its assets. In this top management position, he directs all operations including event planning, marketing, broadcast production, fight-card selections, finances and legal operations.

With a strong business acumen and keen knowledge of mixed martial arts, White has achieved unprecedented successes for the UFC within its first six years of new ownership. In 2000, the UFC received official sanctioning by the state athletic commission in New Jersey, followed by the Nevada State Athletic Commission and the Mohegan Sun athletic commission in Connecticut in 2001. Later that year, the UFC returned to pay-perview cable television in the U.S. after a three-year absence.

On Sept. 8, 2007 UFC staged its fourth European event at the 02 Arena in London to a very strong live and television audience reception. In early 2006, the UFC received official sanctioning from the state of California. To date, UFC fights have taken place in California, Connecticut, Florida, Louisiana, Nevada, New Jersey, Ohio, Texas as well as London, Manchester and Belfast in the United Kingdom.

The UFC's popularity reached new heights when the first season of the hit reality series *The Ultimate Fighter*® delivered record ratings for the Spike TV cable network. As a result, UFC and Spike TV have secured a multi-year strategic partnership through 2008 to present additional seasons of *The Ultimate Fighter*, as well as ten live UFC®  $Fight\ Night^{TM}$  events and 26 taped programs of UFC:  $Unleashed^{TM}$ . Under White's leadership, the UFC brand has become the world's leading professional mixed martial arts organization.

It offers a premier series of MMA events including over twelve live pay-per-view events annually that are distributed residentially through North American cable and satellite providers including iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell ExpressVU, and Viewers Choice, and commercially through Joe Hand Promotions. In addition to its North American distribution, UFC programming is distributed in over 100 countries and territories throughout the world

In 1992, he formed Dana White Enterprises, a sports management company that operates three private training facilities in Las Vegas. With his diverse management experience and proficiency in mixed martial arts promotion, White is leading the UFC into becoming one of the most recognized sports brands and media companies in the world.

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## HISTORY OF THE ULTIMATE FIGHTING CHAMPIONSHIP®

Started in 1993, the Ultimate Fighting Championship® (UFC®) brand is in its fifteenth year of operation as a professional mixed martial arts organization offering the premier series of MMA sports events.

The UFC organization follows a rich history and tradition of competitive MMA dating back to the Olympic Games in Athens. About 80 years ago, a Brazilian form of MMA known as Vale Tudo (anything goes) sparked local interest in the sport.

Then, the UFC organization brought MMA to the United States. The goal was to find "the Ultimate Fighting Champion" with a concept to have a tournament of the best athletes skilled in the various disciplines of all martial arts, including karate, jiu-jitsu, boxing, kickboxing, grappling, wrestling, sumo and other combat sports. The winner of the tournament would be crowned the champion.

Once the UFC brand was launched, MMA popularity surged in Brazil, followed by immense interest in Japan where these bouts became major events.

In January 2001, under the new ownership of Zuffa, LLC, the UFC brand completely restructured MMA into a highly organized and controlled combat sport. As a result, UFC now produces over twelve live pay-per-view events annually that are distributed residentially through North American cable and satellite providers including iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell Express VU, and Viewers Choice, and commercially through Joe Hand Promotions. In addition to its North American distribution, UFC programming is distributed in over 100 countries and territories throughout the world.

Response to the UFC brand of MMA has been tremendous, resulting in a growing fan base that has grown exponentially through the years.

Recently, a UFC event in Columbus, Ohio attracted more than 19,000 people—the largest paid audience in North American to witness a mixed martial arts event. UFC popularity continues to reach new heights as the sixth season of the hit reality series *The Ultimate Fighter*® delivered top ratings in male 18-34 and 18-34 demographics for the Spike TV cable network.

The UFC organization and Spike TV also extended its strategic partnership through 2011 to present Seasons 9 through 12 of *The Ultimate Fighter*<sup>®</sup>, 12 live fight cards, UFC<sup>®</sup> Fight Nights<sup>™</sup>," two seasons of a new, weekly live fight series and 39 one-hour episodes of UFC<sup>®</sup> *Unleashed*<sup>TM</sup>.

The UFC organization is regulated and recognized by the world's most prestigious sports regulatory bodies including the California, Florida, Nevada, New Jersey, Ohio and Pennsylvania State Athletic Commissions. The UFC organization strives for the highest levels of safety and quality in all aspects of the sport.

Under the strong leadership of owners Lorenzo and Frank Fertitta III and Dana White, the UFC brand continues to thrive across a spectrum of live event sports, television production and ancillary business development.

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## OFFICIAL UFC® RULES

#### **WEIGHT CLASSES**

Lightweight – 145 to 155 pounds Welterweight 155 to 170 pounds Middleweight – 170 to 185 pounds Light Heavyweight 185 to 205 pounds Heavyweight – 205 to 265 pounds

#### **BOUT DURATION**

Championship Bouts – five rounds Regular bouts – three rounds Round length – five minutes One minute rest between rounds

#### **WAYS TO WIN**

**Knockout Submission** 

- Physical or verbal tapout

Referee Stoppage Unanimous decision Decision

- Majority, Split or Unanimous

Disqualification

Draw

- Unanimous, Majority or Split

Forfeit.

No contest.

#### **RESTART ROUND**

Referee may restart the round if the fighters reach a stalemate and do not work to improve position or finish.

#### **JUDGING**

Three judges score each contest Each round is scored using a ten-point must system The round winner receives ten points; his opponent receives nine or less. Points may be deducted for fouls.



UFC Official Rules...Page 2 of 2

#### **FOULS**

Butting with the head.

Eye gouging of any kind.

Biting.

Hair pulling.

Fish hooking.

Groin attacks of any kind.

Putting a finger into any orifice or into any cut or laceration on an opponent.

Small joint manipulation.

Striking to the spine or the back of the head.

Striking downward using the point of the elbow.

Throat strikes of any kind, including, without limitation, grabbing the trachea.

Clawing, pinching or twisting the flesh.

Grabbing the clavicle.

Kicking the head of a grounded opponent.

Kneeing the head of a grounded opponent.

Stomping a grounded opponent.

Kicking to the kidney with the heel.

Spiking an opponent to the canvas on his head or neck.

Throwing an opponent out of the ring or fenced area.

Holding the shorts or gloves of an opponent.

Spitting at an opponent.

Engaging in an unsportsmanlike conduct that causes an injury to an opponent.

Holding the ropes or the fence.

Using abusive language in the ring or fenced area.

Attacking an opponent on or during the break.

Attacking an opponent who is under the care of the referee.

Attacking an opponent after the bell has sounded the end of the period of unarmed combat.

Flagrantly disregarding the instructions of the referee.

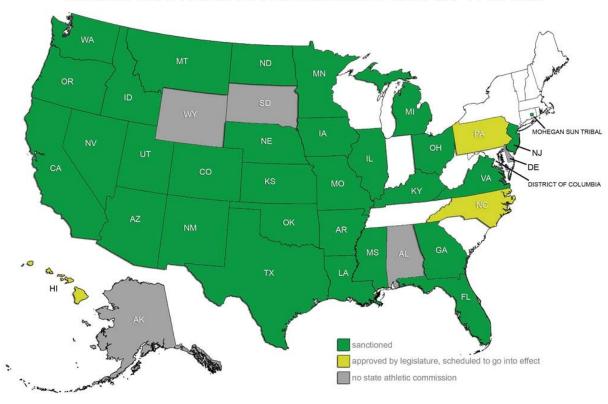
Timidity, including, without limitation, avoiding contact with an opponent, intentionally or consistently dropping the mouthpiece or faking an injury.

Interference by the corner.

Throwing in the towel during competition.



#### MIXED MARTIAL ARTS REGULATION IN THE U.S.



- 1. ARIZONA
- 2. ARKANSAS\*
- 3. CALIFORNIA
- 4. COLORADO
- 5. DISTRICT OF COLUMBIA\*
- 6. FLORIDA
- 7. GEORGIA
- 8 .HAWAII\*
- 9. IDAHO
- 10. ILLINOIS\*
- **11. IOWA**
- 12. KANSAS
- 13. KENTUCKY\*
- 14. LOUISIANA
- 15. MICHIGAN
- 16. MINNESOTA\*
- 17. MISSISSIPPI

- 18. MISSOURI\*
- 19. MOHEGAN SUN TRIBAL
- 20. MONTANA\*
- 21. NEBRASKA\*
- 22. NEVADA
- 23. NEW JERSEY
- 24. NEW MEXICO
- 25. NORTH CAROLINA\*
- **26. NORTH DAKOTA\***
- **27. OHIO**
- 28. OKLAHOMA
- 29. OREGON
- 30. PENNSYLVANIA\*
- **31. TEXAS**
- **32. UTAH**
- 33. VIRGINIA\*
- **34. WASHINGTON**

MASSACHUSETTS, SOUTH CAROLINA, TENNESSEE IN DISCUSSION STAGE WITH LEGISLATORS & COMMISSIONS



<sup>\*</sup> STATES THAT APPROVED MMA IN 2007



## THE OCTAGON<sup>TM</sup>



The octagonal competition mat and cage design are registered trademarks and/or trade dress of Zuffa, LLC and are symbolic of the highest quality mixed martial arts events brought to you under the Ultimate Fighting Championship<sup>®</sup> (UFC<sup>®</sup>) brand name. In 1993, UFC events were the first to feature an eight-sided competition configuration which has become known worldwide as the UFC Octagon<sup>™</sup>.

The UFC Octagon is unique from any other fighting arena because the octagonal shape and structure have become inherently associated with Zuffa and the UFC brand name among mixed martial arts consumers, other mixed martial arts organizations and the national media. The UFC Octagon is regularly featured on UFC Payper-view events, Ultimate Fight Night<sup>™</sup> and The Ultimate Fighter<sup>®</sup> reality TV series. The UFC Octagon creates a neutral arena to showcase the skills of UFC mixed martial arts athletes. The UFC organization has established a reputation for providing the maximum safety to the fighters with state athletic commission-approved ring structures, canvas, and all safety padding and fences. Zuffa makes major investments to ensure the safety of competitors in the UFC Octagon – as a result, when people see the Octagon they associate it with the reputation and quality delivered only by Zuffa at UFC events.

#### **Octagon Details:**

Exterior: 38 Feet in Diameter

Interior: (Fighting space) 30 Feet Across

Fencing: 4 Feet High

Walkway: 4 Feet Wide; 4 feet High

Entrance Gates: Two on Opposite Sides of Octagon, Each 3 Feet Wide, 5 Feet High

Height from Ground to Canvas – 4 Feet

Height from Canvas to Top of Fence: 5 Feet, 9 Inches

Canvas: Textured and hand-painted; used only once for each event



#### **UFC® BY THE NUMBERS**

#### UFC® Pay-Per-View 2007

- UFC 79: *NEMESIS* which took place Saturday, Dec. 29 at Mandalay Bay in Las Vegas was attended by over 11,000 people (sell-out) and grossed a gate of over \$4.9 million, the second largest gate in MMA history, and the largest gate in 2007.
- UFC 78: *VALIDATION* which took place Saturday, Nov. 17 at Prudential Center in Newark, New Jersey was attended by over 14,000 people and grossed a gate of over \$2.1 million, setting a new gate record for Prudential Center.
- UFC 77: *HOSTILE TERRITORY*, which took place Saturday, Oct. 20 at U.S. Bank Arena in Cincinnati, Ohio was sold-out event attended by over 16,000 people and grossed a gate of over \$2.5 million, setting a new gate for U.S. Bank Arena.
- UFC 76: *KNOCKOUT* which took place Saturday, Sept. 22 at Honda Center in Anaheim, Calif. was attended by over 16,000 people and grossed a gate of over \$2.5 million.
- UFC 75: CHAMPION vs. CHAMPION, which took place Saturday, Sept. 8, 2007 at 02 Arena in London, England was attended by 16,000 people (sellout crowd) and grossed a gate of over £1,356,859.50 (Approx. \$2.6 million). The fight was the most watched UFC event ever, garnering 4.7 million viewers on Spike TV. The fight card drew more Men 18-34 and Men 18-49 than anything else on television, broadcast or cable on September 8, including heavy sports competition from college football on ABC and ESPN, NASCAR on ABC, and the U.S. Open Women's Final on CBS.
- UFC 74: *RESPECT*, which took place Saturday, August 25, 2007 at Mandalay Bay Events Center in Las Vegas, Nev. was attended by over 11,100 people (sellout crowd) and grossed a gate of over \$4 million.
- UFC 73: *STACKED*, which took place Saturday, July 7, 2007 at ARCO Arena in Sacramento, Calif. was attended by over 14,300 people and grossed a gate of over \$1.5 million.
- UFC 72: VICTORY, which took place Saturday, June 16 at the Odyssey Arena in Belfast, Northern Ireland was attended by over 7,200 people and set a new record as the largest gate ever at over \$1.1 million. UFC 72 also broke the Odyssey Arena's all-time merchandise record.
- UFC 71: *LIDDELL vs. JACKSON*, which took place Saturday, May 26 at MGM Grand Garden Arena in Las Vegas was attended by over 14,700 people and grossed a gate of more \$4.3 million.
- UFC 70: *NATIONS COLLIDE*, which took place Saturday, April 21 at MEN Arena in Manchester, was attended by over 14,500 people and grossed a gate of more than £1.3 million. It set the record for the third largest gate in MEN history, and also broke the all-time merchandise record for the arena. UFC 70, which aired on Spike TV in the United States, was the fifth highest rated cable sports program for the week of April 16, 2007.



- UFC 69: SHOOTOUT, which took place at Toyota Center April 7, 2007 in Houston was attended by over 15,000 people (sellout) and grossed a gate of more than \$2.8 million. It set the record for the largest gate in Toyota Center history.
- UFC 68: *THE UPRISING*, which took place March 3, 2007 at Nationwide Arena in Columbus, was attended by over 19,000 people and grossed a gate of more than \$3 million (sellout). It was the largest gate in Nationwide Arena history and it also set the record for the highest North American attendance figure for a mixed martial arts event ever.
- UFC 67: *ALL OR NOTHING*, which took place at Mandalay Bay Events Center in Las Vegas, was attended by more than 10,800 people and grossed a gate of \$2.7 million.

#### UFC® Pay-Per-View 2006

- UFC 66: *Liddell vs. Ortiz 2*, which took place at a sold-out MGM Grand Garden Arena, was attended by 14,607 and grossed a gate of \$5.4 million, which was the largest MMA gate in the history of the state of Nevada.
- UFC 65: *Bad Intentions*, which took place at ARCO Arena Saturday, Nov. 18, 2006 was attended by over 15,300 people with a gate of \$2.7 million.
- UFC 64: *Unstoppable*, which took place at the Mandalay Bay Events Center Saturday, Oct. 14, 2006 was attended by 10,863 people with a gate of \$2.3 million.
- UFC 63: Hughes vs. Penn, which took place at the Arrowhead Pond of Anaheim Saturday, Sept. 23, 2006 was attended by 13,680 people with a gate of \$1.8 million.
- UFC 62: *Liddell vs. Sobral*, which took place at Mandalay Bay Events Center Saturday, Aug. 26, 2006 was attended by 10,419 people with a gate of \$3 million.
- UFC 61: *Bitter Rivals* which took place at Mandalay Bay Events Center July 8, 2006 had 11,297 in attendance with a gate of \$3.3 million.
- UFC 60: *Hughes vs. Gracie* which took place at STAPLES Center May 27, 2006, had more than 14,300 in attendance with gate revenue of nearly \$3 million. This was the UFC's first event in Los Angeles.
- UFC 59: *Reality Check*, held at the Arrowhead Pond of Anaheim was the UFC's fastest sell-out in history, packing the arena with more than 17,100 people. The event broke the UFC's attendance record and was the first UFC event ever to take place in the state of California.

#### UFC<sup>®</sup> Fight Night<sup>™</sup>

UFC® Fight Night™ (1/25/07)
Spike TV's telecast of a live UFC Fight Night from 8:01-10:01pm averaged a 1.70 HH rating, with a 2.00 in M18-49, a 2.25 in M18-34, a 2.73 in M25-34 and an average audience of 2.3 million viewers and was #1



in the time period in key male demos: Men18-49 (also delivered more M18-49 than FOX); M18-34 (also delivered more M18-34 than FOX); #1 in M25-34 and M35-49 (also delivered more M35-49 than FOX).

- $UFC^{\otimes}$  Fight Night<sup>TM</sup> (Dec. 13, 2006)
  - Spike TV's telecast of a live *UFC Fight Night* drew nearly three times as many Men 18-34 than an ESPN telecast featuring two of the NBA's marquee teams, the defending champion Miami Heat and the first place Phoenix Suns. The UFC bouts, airing at 8:00-10:00pm on Spike TV from the Marine Corps Air Station Miramar in San Diego, CA, tallied 531,000 Men 18-34 compared to 180,000 for ESPN's NBA telecast (7:00-9:30pm).
- *UFC*® *Fight Night*™ (Oct. 10, 2006) achieved record ratings for Spike TV and the Ultimate Fighting Championship®. The two-hour live UFC fight card on Tuesday, October 10 (8:00-10:00pm ET/PT) from the Hard Rock Live at the Seminole Hard Rock Hotel & Casino in Hollywood, Fla. drew 4.2 million viewers, topping out at 5.7 million from 9:30pm-9:45pm. The two-hour event drew more Men 18-34 (1.6 million), than anything on television (broadcast or cable) on Tuesday, October 10, and drew an impressive 500,000 more Men 18-34 head-to-head against the MLB playoffs on FOX (1.6 million 1.1 million).
- *UFC*® *Fight Night*<sup>™</sup> (Aug. 17, 2006) The sixth edition of *UFC*® *Fight Night*<sup>™</sup> made Spike the #1 ad-supported cable channel in the time period among key male demos Airing on Thursday 8/17/06 from 8-10:07pm. M18-34 topped a 3.0 rating from 9:45pm on, while the average audience peaked at 2.8 million viewers from 10-10:07pm

## The Ultimate Fighter® Season 3

- The live finale of Spike TV's *The Ultimate Fighter*® 3 drew 2.8 million viewers on Saturday, June 24 (9:00 PM 12 Midnight). The card drew a 2.85 rating in Men 18-49, delivering more Men 18-49 and Men 18-34 than anything else on television in timeslot.
- The premiere episode of *The Ultimate Fighter*® Season 3 ranks #7 for the Week of 4/3-4/9 in the edition of *Sports Business Journal*.
- The 90-minute *The Ultimate Fighter*® Season 3 premiere was ranked #1 among Men 18-34 (3.71, 971,000) in its timeslot, out delivering everything on broadcast, cable, or pay cable and out-delivered major competition on cable including the NBA on TNT (Pistons vs. Heat and Lakers vs. Nuggets) and USA Network's coverage of The Masters.
- *The Ultimate Fighter*® Season 3 premiere defeated USA Network's coverage of golf's biggest tournament, The Masters, in average audience (2.4 to 2.2 million), Men 18-34 (3.61 to 0.72), and Men 18-49 (2.70 to 1.01).

#### The Ultimate Fighter® Season 4 "The Comeback"

- The premiere of the new season of *The Ultimate Fighter*® Season 4: The Comeback on Thursday, August 17 drew a staggering 526% more Men 18-34 than MLB on ESPN (739,000-118,000) and 373% more M18-49 (1.1 million to 239,000) featuring the team with the best record in baseball, the Detroit Tigers. The Spike TV series also drew more Men 18-24 (251,000-241,000) than FOX's NFL pre-season match-up featuring the 2005 Eastern Conference champion New York Giants and Kansas City Chiefs.
- The live finale of *The Ultimate Fighter*<sup>®</sup> 4 drew more viewers than boxing's Heavyweight Champion of the World fight based on head-to-head ratings from Saturday, November 11. The live finale of Spike TV's The





Ultimate Fighter 4: The Comeback featuring victories by Matt Serra in the welterweight division and Travis Lutter in the middleweight division drew 545,000 Men 18-34 compared to 330,000 Men 18-34 for HBO's coverage of Wladimir Klitschko's victory over Calvin Brock to retain his IBF Heavyweight title.

#### The Ultimate Fighter® Season 5 Premiere (4/5/07)

• Spike TV's telecast of the premiere episode of *The Ultimate Fighter 5* and *UFC Fight Night* drew more Men 18-49 and Men 18-34 on a busy sports day on Thursday, April 5 than The Masters on USA Network and TNT's NBA coverage featuring the Heat vs. Cavaliers with megastar LeBron James and the Spurs vs. the Suns. Overall, *The Ultimate Fighter* and *UFC Fight Night* drew more Men 18-49, Men 18-34, and Men 25-34 than anything else on cable in their respective timeslots.

#### The Ultimate Fighter® Season 5 Finale (6/23/07)

• Spike TV's telecast of *The Ultimate Fighter*® 5 finale, featuring BJ Penn vs. Jens Pulver, drew Men 18-49 and more Men 18-34 on Saturday, June 23 than anything else on TV – cable or broadcast -- in Men 18-34 and Men 18-49. It outdrew coverage of the Yankees and Giants on Fox earlier that day. Overall The Ultimate Fighter 5 finale reached 2.6 million people with a 3.0 rating in Men 18-34; it beat HBO's

Hatton vs. Luis fight by drawing 800,000 more total viewers and 153% more Men 18-34. The Ultimate Fighter 5 Finale also beat NASCAR on ESPN2 by drawing 393% more Men 18-34 and 195% more Men 18-49 than the live coverage of the Busch Series AT&T 250

#### The Ultimate Fighter® Season 6 Premiere

• The premiere of the new season of *The Ultimate Fighter*<sup>®</sup> Season 6, featuring coaches Matt Hughes and Matt Serra drew 1.7 million viewers following the live UFC<sup>®</sup> Fight Night<sup>™</sup> event at 11:00pm. The series drew a 1.5 HH rating and a 1.7 in M18-49 and 1.9 in M18-34 and was the second most-watched series in all of cable with Men 18-49 for the day. (The UFC Fight Night finished third).

#### The Ultimate Fighter® Season 6 Finale (12/8/07)

• Spike TV's live telecast of "The Ultimate Fighter": Team Hughes vs. Team Serra" finale on Saturday, December 8 (9:00-12:12am) drew 2.5 million viewers and reached more men in the hard-to-reach demographics of 18-34, 18-49, and 25-34 than anything else on television (broadcast or cable) in its timeslot. The telecast peaked with an impressive 2.9 million viewers at 11:30pm despite head-to-head competition from the Mayweather-Hatton payper-view boxing event.

#### The Ultimate Fighter® Season 7 (4/2/08)

• The seventh season of *The Ultimate Fighter* will premiere on Wednesday, April 2 and will feature UFC Light Heavyweight Champion Quinton "Rampage" Jackson and TUF Alumni Forrest Griffin as coaches.