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**For Immediate Release:**

April 25, 2008

## **ULTIMATE FIGHTING CHAMPIONSHIP® ANNOUNCES MATT HUGHES vs. THIAGO ALVES TO HEADLINE UFC 85**



**ALSO:**

**RASHAD EVANS vs. JAMES IRVIN  
MICHAEL BISPING vs. CHRIS LEBEN**

***LIVE FROM THE O2 ARENA  
SATURDAY, JUNE 7  
Tickets on Sale Now***

**Las Vegas, NV (USA)** – On Saturday, June 7th, welterweight legend Matt Hughes begins his quest for an unprecedented third 170-pound UFC® crown when he battles Brazilian banger Thiago “Pitbull” Alves in the main event of UFC 85, which will be held at the O2 Arena in London, England.

“Obviously Chuck Liddell's injury was a big blow, but as always our incredible fighters step up to give fans the best possible replacement,” said Dana White, UFC President. “Now we will see an explosive matchup between top ten ranked contender Thiago “Pitbull” Alves and two time former UFC World Champion Matt Hughes. Alves is an ATT trained Muay Thai wrecking machine coming off of five straight wins and Hughes is a powerhouse wrestler who was the most dominant welterweight champion in UFC history. These are two of the best athletes in the sport and we are thrilled to bring them to London for the UFC 85 main event.”

(more)

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*UFC 85...Page 2 of 4*

Also added to UFC 85, which will pack 13 high-impact bouts onto one unforgettable card, is a middleweight showdown between UK superstar Michael "The Count" Bisping and Chris "The Crippler" Leben, and a light heavyweight contest featuring "Sugar" Rashad Evans against knockout artist James "The Sandman" Irvin.

Tickets for **UFC 85** are on sale now priced at £45, £75, £125, £175, £200 and £295. Tickets are available through [www.ticketmaster.co.uk](http://www.ticketmaster.co.uk) and the O2 Arena Box Office.

**UFC 85** is available live on pay-per-view in the United States at 3:00pm EST/Noon PST and on replay at 10:00pm EST/7:00pm PST on iN DEMAND, DIRECTV, DISH Network, TVN, Bell ExpressVu, Shaw Communications and Viewer's Choice Canada for a suggested retail price of \$44.95 (\$49.99 CAD) and \$54.95 for HD where available.

For Hughes, UFC 85 will mark his second trip to fight in the UK, following his fourth round TKO of Carlos Newton in defense of his welterweight title back in July of 2002. Alves, a Muay Thai wrecking machine who is fresh off a second round TKO of highly-regarded Karo Parisyan, knows that a win over the future Hall of Famer will move him right in line for a shot at current welterweight champion Georges St-Pierre. Hughes is ready for what may be one of his stiffest tests.

"Thiago is coming off a big win against Karo Parisyan, so honestly, I'll probably look to take him down, try to wear him out and get him a little slower because he's got such quick punches, knees, and kicks," said Hughes. "I think strength will come into play, me being bigger than he is, but I'm glad to fight Thiago. He's a nice guy and I really like American Top Team, so it's kinda nice to fight somebody I like and whose coaching staff is friendly."

Alves shares this view with his opponent.

"He has been the man for so many years and has defended it more than any other champ so I'm excited for this opportunity to fight him," said Alves. "Thank you Joe Silva and Dana White."

As for fighting in front of the enthusiastic UK fans, both welterweight standouts are chomping at the bit to cross the pond into England.

"I love England," said Hughes. "I had a lot of fun when I fought over there last time. The fans are very knowledgeable and respectful, so I'm very happy to go over there. When Dana spoke to me about fighting in England, the first thing I thought was 'I'd love to go back.'"

"I'm super excited to be fighting in England," adds Alves. "I've never fought there before and the crowds look like they really get into the fights."

(more)

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Winner of 43 of 49 fights, Hillsboro, Illinois' Matt Hughes (43-6) needs no introduction to fight fans. Owner of the welterweight title twice over the course of his decade long career, the 34-year old Hughes defended his crown seven times over those two reigns, defeating the likes of St-Pierre, BJ Penn, Sean Sherk, Frank Trigg, and Royce Gracie. Following a successful nationwide tour for his recent autobiography, Hughes was expecting a break from the Octagon™, but recently, the itch to compete returned, and when he was contacted about fighting Alves and replacing the scrapped UFC 85 main event between Chuck Liddell and Rashad Evans, he jumped at the chance.

“Last Tuesday I was at practice and I did the whole practice, I didn't just coach,” said Hughes. “When my boys ran sprints, I ran sprints, and everything I taught them, I did as well. So from there I kinda got the itch to where I said ‘hey, I'm not in bad shape,’ and my plan was to start getting ready to return. Then Dana called and I didn't hesitate to take the fight.”

One of mixed martial arts' most exciting young stars, Thiago "Pitbull" Alves (20-4) has evolved from a reckless striker into a well-rounded combatant who is dangerous wherever a fight may take him. Just 24 years old, the Fortaleza, Brazil native is currently riding a five fight winning streak that has seen him score early wins over Tony DeSouza, Kuniyoshi Hironaka, Chris Lytle, and most recently, Parisyan. On June 7th, he gets his chance to shine in front of an international audience.

The winner of the third season of *The Ultimate Fighter*®, Manchester, England's Michael "The Count" Bisping (16-1) has proven to be more than just a reality show product thus far in his UFC career. Winner of five out of six UFC fights, with the only loss a razor-thin decision to Rashad Evans, Bisping dropped to the middleweight division in April and his emphatic first round win over Charles McCarthy proved that he is a force to be reckoned with at 185 pounds.

A charismatic force in the middleweight division who refuses to be in a boring fight, Chris “The Crippler” Leben (18-4) goes in only one direction in the Octagon – forward. Known for his granite chin and concussive power, Leben is coming off back to back stoppage wins over Alessio Sakara and Terry Martin, and he would like nothing better than to make Bisping his next victim.

Undefeated in 17 pro fights, "Sugar" Rashad Evans (16-0-1) has used a mix of wrestling ability, strong standup, athleticism, and determination to sail to the upper reaches of the light heavyweight division. Winner of the *The Ultimate Fighter's* second season, Evans has since pounded out wins over Stephen Bonnar, Jason Lambert, and Michael Bisping. Originally scheduled to fight Chuck Liddell on June 7th, Evans has nonetheless readjusted his training regimen and is looking forward to putting on a spectacular performance for British fans against James Irvin.

“I think it's a very good fight,” said Evans. “I'm not fighting Chuck Liddell, but Irvin is definitely on the top level. He's got big punching power and he's proven himself time and time again, so I'm definitely happy to fight a top tier opponent. Liddell and Irvin have similar fighting styles, and you have to go out there and fight them. You can't go in there and hopefully get a takedown on them. You've got to go in there and fight these guys straight up.”

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Perhaps the hardest puncher in the light heavyweight division today, James "The Sandman" Irvin (14-4, 1 no contest) returns to the Octagon just two months after his eight second destruction of Houston Alexander on April 2nd. That's just fine with the Sacramento product, whose only loss in his last five bouts came when he injured his knee early in a fight with Thiago Silva last May. On June 7th, he gets the chance to move up another rung on the 205-pound ladder.

The remaining bouts for UFC 85 will be announced in the near future. All bouts are live and subject to change. For further information on the UFC visit [www.ufc.com](http://www.ufc.com) or [uk.ufc.com](http://uk.ufc.com) or [www.ufcespanol.com](http://www.ufcespanol.com).

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

The Ultimate Fighting Championship 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 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 ExpressVU, Viewers Choice, SaskTel Max™ and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions in the U.S. and Canadastar in Canada. In addition to its North American distribution, UFC programming is distributed in over 100 countries and territories throughout the world. For more information, or current UFC fight news, visit [www.ufc.com](http://www.ufc.com) or [uk.ufc.com](http://uk.ufc.com) or [www.ufcespanol.com](http://www.ufcespanol.com).

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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-per-view cable television in the U.S. after a three-year absence.

On Sept. 8, 2007 UFC staged its fifth European event at the Metro Radio Arena in New Castle, England 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, Belfast and New Castle in the United Kingdom and Montreal, Quebec, Canada.

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*™ events and 26 taped programs of *UFC: Unleashed*™. 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 iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell ExpressVU, Viewers Choice, SaskTel Max™ and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions.

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 residually through North American cable and satellite providers including iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell ExpressVU, Viewers Choice, SaskTel Max™ and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions.

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 Montreal, Quebec, Canada attracted more than 21,000 people—the largest paid audience in North American to witness a mixed martial arts event. UFC popularity continues to reach new heights as the seventh 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*®, 12 live fight cards, UFC® Fight Nights™, two seasons of a new, weekly live fight series and 39 one-hour episodes of UFC® *Unleashed*™.

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 MIXED MARTIAL ARTS UNIFIED 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.

(more)

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*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.**

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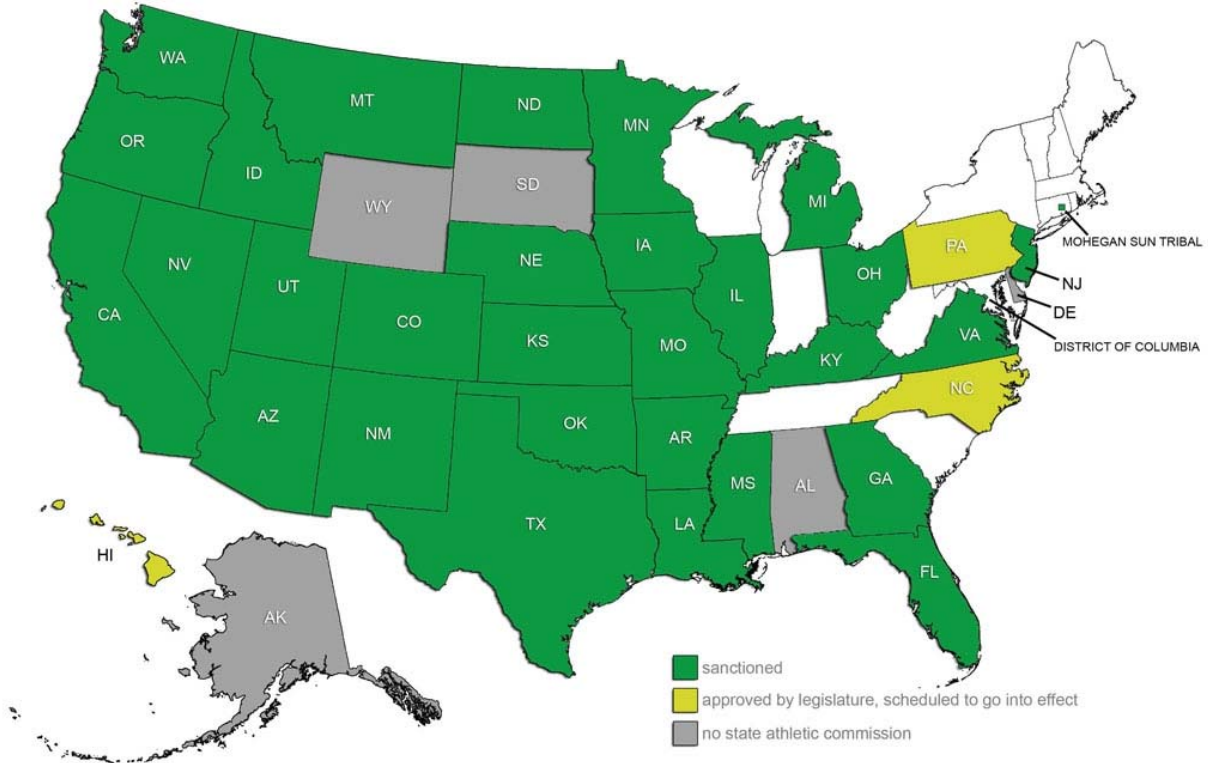
# UFC<sup>®</sup>

## ULTIMATE FIGHTING<sup>®</sup>

### CHAMPIONSHIP<sup>®</sup>

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



#### \* STATES THAT APPROVED MMA IN 2007

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. ARIZONA</li> <li>2. ARKANSAS*</li> <li>3. CALIFORNIA</li> <li>4. COLORADO</li> <li>5. FLORIDA</li> <li>6. GEORGIA</li> <li>7. HAWAII*</li> <li>8. IDAHO</li> <li>9. ILLINOIS*</li> <li>10. IOWA</li> <li>11. KANSAS</li> <li>12. KENTUCKY*</li> <li>13. LOUISIANA</li> <li>14. MICHIGAN</li> <li>15. MINNESOTA*</li> </ol> | <ol style="list-style-type: none"> <li>16. MISSISSIPPI</li> <li>17. MISSOURI*</li> <li>18. MONTANA*</li> <li>19. NEBRASKA*</li> <li>20. NEVADA</li> <li>21. NEW JERSEY</li> <li>22. NEW MEXICO</li> <li>23. NORTH CAROLINA*</li> <li>24. NORTH DAKOTA*</li> <li>25. OHIO</li> <li>26. OKLAHOMA</li> <li>27. OREGON</li> <li>28. PENNSYLVANIA*</li> <li>29. TEXAS</li> <li>30. UTAH</li> <li>31. VIRGINIA*</li> <li>32. WASHINGTON</li> </ol> |
|--|--|

ALSO: DISTRICT OF COLUMBIA AND MOHEGAN SUN

IN DISCUSSION STAGE WITH LEGISLATORS & COMMISSIONS IN MASSACHUSETTS, SOUTH CAROLINA, NEW YORK, RHODE ISLAND, TENNESSEE.

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# UFC<sup>®</sup>

## ULTIMATE FIGHTING<sup>®</sup> CHAMPIONSHIP<sup>®</sup>

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### THE OCTAGON<sup>™</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 Pay-per-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

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## UFC® BY THE NUMBERS

### UFC® Pay-Per-View 2008

- UFC 83: *SERRA vs. ST-PIERRE 2*, which took place Saturday, April 19 at Bell Centre in Montreal, Quebec, Canada, and featured the championship rematch between Matt Serra and Georges St-Pierre, was attended by over 21,000 people and grossed a gate of \$5,016,130 (Canadian).
- UFC 82: *PRIDE OF A CHAMPION*, which took place Saturday, March 1 in Columbus, Ohio at Nationwide Arena and featured the UFC and PRIDE® unification middleweight title fight was attended by over 15,300 people and grossed a gate of over \$2.2 million.
- UFC 81: *BREAKING POINT*, which took place Saturday, Feb. 2 at Mandalay Bay Events Center and featured the debut of Brock Lesnar and the heavyweight championship fight Nogueira vs. Sylvia was attended by over 10,700 people and grossed a gate of over \$2.4 million.
- UFC 80: *RAPID FIRE* which took place Saturday, Jan. 19 at Metro Radio Arena in New Castle, England was attended by over 9,000 people (sell-out) and grossed a gate of over \$1.25 million, the largest gate in the history of Metro Radio Arena.

### 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 O2 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.

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- 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, 2007 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.

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- 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® Fight Night™

- **UFC® Fight Night™ (4/2/08)**  
"UFC Fight Night," 4/2/08 peaked with 1.8 million viewers for the main event featuring an exciting dual in the Octagon™ featuring lightweight contenders Kenny Florian and Joe Lauzon. The three-hour fight card averaged 1.3 million viewers, easily knocking competition from ESPN which featured a NBA telecast of the Celtics vs. Pacers (1,010,000 viewers).
- In addition, the 443,000 men 18-34 who tuned to Spike's "UFC Fight Night" 4/2/08 trumped ESPN's and ESPN's MLB Opening Day coverage two days earlier. (ESPN2 had 3 games on Monday – averaging 176,000 Men 18-34. ESPN had one game on Monday – averaging 151,000 Men 18-34).
- **UFC® Fight Night™ (9/19/07)**  
UFC Fight Night (9:00-11:00pm) drew 1.9 million viewers with a 1.6 HH rating (1.5 million); a staggering 233% more Men 18-49, 224% more Men 18-34, and 74% more total viewers than the Wednesday Night Baseball telecast of Chicago Cubs vs. Cincinnati Reds on ESPN. The telecast was #1 from 9-11pm in cable in all key demographics including M18-49, M18-34, M25-34, and M35-49.
- **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® Fight Night™ (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).

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- **UFC® Fight Night™** (Aug. 17, 2006) The sixth edition of *UFC® Fight Night™* 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 Reality Series**

#### **The Ultimate Fighter® Season 7**

- The premiere of the seventh season of *The Ultimate Fighter*, featuring UFC Light Heavyweight Champion Quinton “Rampage” Jackson and TUF Alumni Forrest Griffin as coaches, took place on April 2, 2008. The premiere of season seven of “The Ultimate Fighter” (10:00-11:00pm) earned a 1.3 household rating, with a 1.80 in M18-49 (996,000), a 2.21 in M18-34 (628,000) and an average audience of 1.7 million viewers.

#### **The Ultimate Fighter® Season 6**

- The premiere of the new season of *The Ultimate Fighter®* Season 6, featuring coaches Matt Hughes and Matt Serra drew 1.7 million viewers following the live *UFC® Fight Night™* 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).
- Spike TV’s live telecast of “The Ultimate Fighter®: Team Hughes vs. Team Serra” Finale on Saturday, December 8, 2007 (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 pay-per-view boxing event.

#### **The Ultimate Fighter® Season 5**

- 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, 2007 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.
- 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, 2007 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

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### **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, 2006 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®* 4 drew more viewers than boxing’s Heavyweight Champion of the World fight based on head-to-head ratings from Saturday, November 11, 2006. 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 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 (4/6/06) 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 (4/6/06) 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 (4/6/06) 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).

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