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For Immediate Release:

July 28, 2008

ULTIMATE FIGHTING CHAMPIONSHIP® HITS CHICAGO FOR UFC 90: *SILVA vs. COTE*



ANDERSON "THE SPIDER" SILVA vs. PATRICK "THE PREDATOR" COTE
UFC® WORLD MIDDLEWEIGHT CHAMPIONSHIP

SATURDAY, OCT. 25, 2008

LIVE FROM ALLSTATE ARENA

Tickets on Sale Monday, August 18 - 10am CT

Las Vegas, NV (USA) – Sports fans in Chicago unite! The UFC® is coming to town and it is bringing the world's greatest pound for pound fighter, Anderson "The Spider" Silva, for a middleweight title fight against his number one contender, Patrick "The Predator" Cote. The UFC will make its historic first trip to Chicago this fall when it presents **UFC 90: *SILVA vs. COTE*** live from Allstate Arena on Saturday, Oct. 25, 2008.

"Anderson Silva once again showed why he's the greatest pound for pound fighter in the world when he moved up to light heavyweight and destroyed James "The Sandman" Irvin," said Dana White, UFC President. "Now he drops back down to middleweight to defend his world title against Patrick Cote, a fighter on a four-fight win streak with a style that guarantees an incredible fight, wherever it goes. There is no better way to introduce Chicago to the UFC than with the championship fight Anderson Silva vs. Patrick Cote."

Tickets for **UFC 90: *SILVA vs. COTE*** will go on sale Monday, August 18 at 10am CT starting at \$50. Tickets will be available at Allstate Arena Box Office, all Ticketmaster Ticket Centers, Charge-By-Phone at (312) 559-1212 or online at ticketmaster.com.

(more)

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FC[®] Fight Club[™] members will have the opportunity to purchase tickets to this event Friday, August 15 at 10am CT via the website www.ufc.com. A special Internet ticket pre-sale will be available to UFC newsletter subscribers Sunday, August 17 starting at 10am CT. To access this presale, users must register for the UFC newsletter through www.ufc.com.

UFC 90: SILVA vs. COTE is available live on pay-per-view at 10 p.m. EST/7 p.m. 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 for standard definition or high-definition broadcasts (where available).

It took Silva (22-4) just 61 seconds to defeat his last opponent, James "The Sandman" Irvin at UFC Fight Night in Las Vegas July 19, but that is par for the course for "The Spider", who burst on to the UFC scene two years ago. His list of victims started with a devastating knockout of Chris Leben in June 2006. He followed that up with two TKOs over Rich Franklin, a submission win over Travis Lutter, a TKO over Nate Marquardt and a second round submission over PRIDE 183-pound champion Dan Henderson. Silva, considered by most to be the most dominant force the UFC middleweight division has ever seen, now faces number one middleweight contender Patrick "The Predator" Cote.

"It's an honor to be fighting Patrick Cote in the first UFC event ever in Chicago," said Silva. "I'm excited to take on Cote, but I am taking him very seriously; he is a dangerous striker and he likes to stand and trade with his opponents. That's the kind of fight fans like to see, and that's definitely the fight we're going to give them Oct. 25."

Cote, (14-4) fighting out of Montreal, Quebec, Canada, is on a four fight win streak in the Octagon[™], beginning his string of excellence back in February of 2007 with a decision win over Scott Smith at UFC 67. Six months later, he TKO'd Kendall Grove in the first round at UFC 74, and followed that up with a first round TKO over and Drew McFedries at UFC Fight Night in January 2008. But it was his most recent victory, a pivotal win over Ricardo Almeida at UFC 86 on July 5th that propelled him to number one contender status. Now Cote has the opportunity to join countryman Georges St-Pierre as a current Canadian UFC titleholder by taking out reigning champion Silva at UFC 90.

"Everybody that fought Anderson Silva was scared of him; I'm not scared of him one bit," said Cote. "It's gonna take him 10 straight punches to take me down - I only need one punch to take him down. I'm Patrick Cote, I win against grapplers and I knock strikers out. I can't wait to go to Chicago and take the belt home to Montreal."

(more)

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The remaining bouts for UFC 90 will be announced in the near future. All bouts live and subject to change. For further information on the UFC visit ufc.com or uk.ufc.com or 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 ufc.com or uk.ufc.com or ufcespanol.com.

Ultimate Fighting Championship, Ultimate Fighting, UFC, The Ultimate Fighter®, Submission®, As Real As It Gets®, Zuffa™, The Octagon™ 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-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 America 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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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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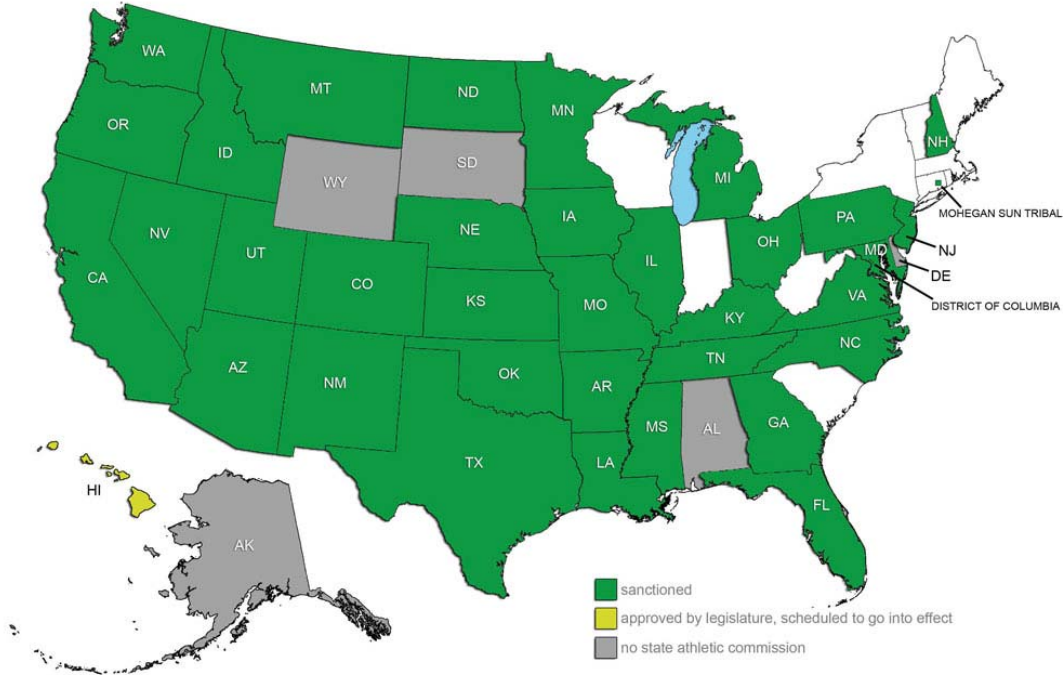
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MIXED MARTIAL ARTS REGULATION IN THE U.S.



* STATES THAT APPROVED MMA IN 2007

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. ARIZONA 2. ARKANSAS* 3. CALIFORNIA 4. COLORADO 5. FLORIDA 6. GEORGIA 7 HAWAII* 8. IDAHO 9. ILLINOIS* 10. IOWA 11. KANSAS 12. KENTUCKY* 13. LOUISIANA 14. MARYLAND 15. MICHIGAN 16. MINNESOTA* | <ol style="list-style-type: none"> 17. MISSISSIPPI 18. MISSOURI* 19. MONTANA* 20. NEBRASKA* 21. NEVADA 22. NEW HAMPSHIRE 23. NEW JERSEY 24. NEW MEXICO 25. NORTH CAROLINA* 26. NORTH DAKOTA* 27. OHIO 28. OKLAHOMA 29. OREGON 30. PENNSYLVANIA* 31. TENNESSEE 32. TEXAS 33. UTAH 34. VIRGINIA* 35. WASHINGTON |
|---|--|

ALSO: DISTRICT OF COLUMBIA AND MOHEGAN SUN

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

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THE OCTAGON™



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[®] (UFC[®]) 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™.

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™ and The Ultimate Fighter[®] 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 86: *JACKSON vs. GRIFFIN*, which took place Saturday, July 5 at Mandalay Bay Events Center in Las Vegas, featuring the championship fight between Rampage Jackson and Forrest Griffin was attended by a sellout crowd of over 11,000 and grossed a gate of over \$4.2 million.
- UFC 85: *BEDLAM*, which took place Saturday, June 7 at O2 Arena in London, featuring the welterweight matchup between Matt Hughes and Thiago Alves, was attended by over 14,900 people and grossed a gate of over £1.5 (approx. \$3 million).
- UFC 84: *ILL WILL*, which took place Saturday, May 24 at MGM Grand in Las Vegas, featuring the lightweight championship fight between BJ Penn and Sean Sherk, was a sellout event attended by over 14,700 people and grossed a gate of over \$3.7 million.
- 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 a sellout crowd of 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.

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- 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.
- 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.

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- 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® Fight Night™

- **UFC® Fight Night™ (7/19/08)**
Spike TV's first ever coast-to-coast live telecast of a UFC Fight Night (9:00pm- 12:00am ET) averaged a 2.1 HH rating, with a 2.8 with Men 18-49, a 3.2 with Men 18-34, and 3.1 million total viewers. The telecast peaked at 11:30pm for the Silva vs. James Irvin bout drawing 3.8 million viewers and a staggering 4.9 rating for Men 25-34 and a 4.1 rating in Men 18-34.
- **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.

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- **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).
- **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

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- 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

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.

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- *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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