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**“THE NATURAL” vs. “NAPÃO”
ST-PIERRE vs. KOSCHECK**

UFC 74: *RESPECT*

**COUTURE TAKES ON GONZAGA IN FIRST TITLE DEFENSE
ST-PIERRE RETURNS TO TAKE ON KOSCHECK**

**LIVE FROM THE MANDALAY BAY
SATURDAY, AUGUST 25**

Tickets Go on Sale Sunday, July 8 at 10am PT

Las Vegas, NV (USA) – In March, fight fans all around the world watched Randy “The Natural” Couture as he dominated Tim Sylvia for five rounds to become the only man in mixed martial arts history to win the UFC® World Heavyweight title three times. Seven weeks later, millions sat in awe as Gabriel “Napão” Gonzaga scored a devastating knockout over Mirko “Cro Cop”, one of the most skilled and feared heavyweights in the world. Having earned the respect of sports fans everywhere, both Couture and Gonzaga – the two best heavyweights in the UFC – will now face each other in one of the most highly anticipated title fights ever. The Ultimate Fighting Championship® organization presents **UFC 74: *RESPECT*** featuring the championship main event Couture vs. Gonzaga and the special feature Georges St-Pierre vs. Josh Koscheck live from Las Vegas at the Mandalay Bay Events Center Saturday, August 25.

“With Gonzaga coming in and beating Mirko “Cro Cop” the way he did and Randy Couture defeating Tim Sylvia the way he did, it makes for one of the most exciting heavyweight fights in UFC history,” said UFC President Dana White. “I honestly can’t remember the last time I was this excited for a heavyweight matchup – I can’t wait to see these two get in the Octagon at UFC 74.”

Tickets for **UFC 74: *RESPECT*** will go on sale Sunday, July 8 and will be priced at \$800, \$500, \$300, \$200, \$100 and \$50. Tickets will be sold at any Mandalay Bay box office and all Las Vegas Ticketmaster locations (Smith’s Food and Drug Centers, Macy’s stores and Ritmo Latino). To charge by phone with a major credit card, call the Mandalay Bay box office at (702) 632-7580 or Ticketmaster at (702) 474-4000. Tickets also are available for purchase at www.ufc.com, www.mandalaybay.com or www.ticketmaster.com.

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UFC 74: RESPECT 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 \$39.95 (\$39.99 CAD).

UFC® *Fight Club*™ members will have the first opportunity to purchase tickets to this event Thursday, July 5 via www.ufc.com. A special Internet ticket pre-sale will be available to UFC newsletter subscribers starting Saturday, July 7 at 10 a.m. PST. To access this presale, users must register for the UFC newsletter through www.ufc.com.

Couture (15-8) 6'2"/220 lbs., fighting out of Las Vegas, will attempt his first successful defense of his newly-won UFC heavyweight belt. Couture electrified fight fans at UFC 68 by dominating the much-favored Tim Sylvia through all five rounds to earn status as the first three-time heavyweight champion in UFC history. A fan favorite often referred to as "Captain America", Couture is one of the most respected fighters in the world today. He plans a successful title defense and a repeat performance of UFC 68 when he takes on Gonzaga at UFC 74.

Gonzaga (8-1) 6'2"/242 lbs, fighting out of Ludlow, Mass., is the number one contender to the UFC heavyweight title. In his last UFC fight, Gonzaga destroyed one of the most feared heavyweights in mixed martial arts when he scored a first round knockout over Pride Grand Prix Open Weight Champion Mirko "Cro Cop". Although he holds a black belt in Brazilian Jiu-Jitsu, he proved at UFC 71 that he is just as deadly on his feet. He has all the respect in the world for Randy Couture, but that will not deter him from his quest to take out the heavyweight champion and claim the belt for himself, his family and his nation.

In a special feature, Georges "Rush" St-Pierre will return to the Octagon for the first time since his upset loss to Matt "The Terror" Serra at UFC 69. Fighting out of Montreal, Quebec, Canada and holding a record of 13 wins and only two losses – the first to Matt Hughes and the second to Serra – the former welterweight champion is anxious to once again display his explosive fighting techniques and reinstate his winning ways at UFC 74. Koscheck, fighting out of San Jose, Calif. and holding a record of 11-1, is coming off a high-profile win over the previously unbeaten Diego Sanchez at UFC 69. Koscheck is now looked at as one of the top welterweights in a fiercely competitive division and he knows a win over St-Pierre puts him in line for a title shot. He is certain that he can overpower and outperform the Canadian phenom at UFC 74 and get one step closer to a 170 pound championship fight.

For more information about **UFC 74** or any upcoming UFC event, visit www.ufc.com or uk.ufc.com. All bouts are live and subject to change.

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ULTIMATE FIGHTING CHAMPIONSHIP® ANNOUNCES THE RETURN OF “EL MATADOR” AT UFC 74: *RESPECT*

HUERTA vs. CRANE

LIVE FROM THE MANDALAY BAY
SATURDAY, AUGUST 25



Photo Credit: Joshua Hedges

Las Vegas, NV (USA) – Ultimate Fighting Championship® (UFC®) organization today announced that Roger Huerta has been added to the UFC 74 fight card and that he will take on Alberto Crane, a Jiu-Jitsu black belt from New Mexico. This matchup joins the exciting lineup of fights for UFC 74, including the heavyweight championship fight Randy Couture vs. Gabriel Gonzaga and Georges St-Pierre vs. Josh Koscheck. **UFC 74: *RESPECT*** will take place live from Mandalay Bay Events Center in Las Vegas Saturday, August 25.

“Roger has shown that with the right dedication and motivation, you can overcome a tough upbringing and find your way to success,” said UFC President Dana White. “On August 25, he will face a new challenge with Alberto Crane, and we will find out which of these two fighters can keep their perfect record intact. I think this will be one of the best fights we’ll see at UFC 74.”

Tickets for **UFC 74: *RESPECT*** are on sale now and are priced at \$800, \$500, \$300, \$200, \$100 and \$50. Tickets will be sold at any Mandalay Bay box office and all Las Vegas Ticketmaster locations (Smith’s Food and Drug Centers, Macy’s stores and Ritmo Latino). To charge by phone with a major credit card, call the Mandalay Bay box office at (702) 632-7580 or Ticketmaster at (702) 474-4000. Tickets also are available for purchase at www.ufc.com, www.mandalaybay.com or www.ticketmaster.com.

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Huerta vs. Crane...Page 2 of 3

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Roger "El Matador" Huerta overcame a harrowing upbringing in Mexico, El Salvador, and Texas before finding wrestling in high school. That sport set his life on a positive path that would eventually lead him into mixed martial arts and eventually to the UFC. With a 4-0 record in the Octagon™, Huerta holds a convincing decision victory over Jason Dent at UFC 63 and a 19-second victory over John Halverson at UFC 67. He also won a decision over Leonard Garcia at UFC 69 in a three round battle that was honored as UFC's "Fight of the Night." A split-second moment of this fight was also captured by *Sports Illustrated* and became the magazine's first ever cover of a UFC fighter.

In his most recent fight, Huerta took on Doug Evans, a state wrestling champion fighting out of Alaska. Evans showed his grappling and wrestling expertise in the first round, but Huerta bounced back in the second round and dominated Evans on the ground, unleashing a barrage of strikes until the referee called a stop to the fight.

Huerta is excited to get back in the Octagon and to fight at UFC 74.

"I am honored to be part of this great fight card. I can tell you without a doubt that you will see a Roger that you have not seen before," said Huerta. "I will be faster, stronger, and more explosive than ever. I feel hungrier than ever and I will dedicate this fight to all of the UFC fans who have supported me. I wish the best to my opponent, and I look forward to fighting him August 25."

Alberto Crane has a perfect 8-0 record. A Brazilian Jiu-Jitsu specialist, seven of his eight victories have been by submission. Alberto is very excited about his UFC debut, and he is certain he will stop Huerta's win streak at UFC 74.

"Fighting in the UFC is a dream come true," said Crane. "I have always wanted to fight in the UFC and I am grateful to finally have the opportunity to show what I can do. The only thing I have to say to Roger is 'let's bring it' and give the fans a good show."

Huerta vs. Crane is on the main card and will be broadcast on PPV.

For more information about **UFC 74** or any upcoming UFC event, visit www.ufc.com or uk.ufc.com. All bouts are live and subject to change.

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**ULTIMATE FIGHTING CHAMPIONSHIP® ANNOUNCES
JOE STEVENSON vs. KURT PELLEGRINO
KENDALL GROVE vs. PATRICK COTE
FOR UFC 74: *RESPECT***

**SATURDAY, AUGUST 25
LIVE FROM THE MANDALAY BAY EVENTS CENTER IN LAS VEGAS**

Las Vegas, Nev. (USA) – Ultimate Fighting Championship® (UFC®) organization today announced the final two bouts that complete the UFC 74: *RESPECT* main card with match-ups between Joe “Daddy” Stevenson vs. Kurt “Batman” Pellegrino and Kendall “Da Spyder” Grove vs. Patrick “The Predator” Cote. These fights add to the exciting line-up of fights for UFC 74, including the heavyweight championship fight Randy Couture vs. Gabriel Gonzaga; Georges St-Pierre vs. Josh Koscheck; and Roger Huerta vs. Alberto Crane. **UFC 74: *RESPECT*** will take place live from Mandalay Bay Events Center in Las Vegas Saturday, August 25.

Tickets for **UFC 74: *RESPECT*** are on sale now and are priced at \$800, \$500, \$300, \$200, \$100 and \$50. Tickets will be sold at any Mandalay Bay box office and all Las Vegas Ticketmaster locations (Smith’s Food and Drug Centers, Macy’s stores and Ritmo Latino). To charge by phone with a major credit card, call the Mandalay Bay box office at (702) 632-7580 or Ticketmaster at (702) 474-4000. Tickets also are available for purchase at www.ufc.com, www.mandalaybay.com or www.ticketmaster.com.

UFC 74: *RESPECT* 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 \$39.95 (\$39.99 CAD).

Joe “Daddy” Stevenson (32-7-0) 5’7”/155 lbs., fighting out of Las Vegas, Nev. has experienced his share of ups and downs since his pro mixed martial arts debut at the age of 16. But once he earned a spot on the second season of *The Ultimate Fighter*® 2 and subsequently won the series’ welterweight title, things have been on a steady upward swing for the ground fighting specialist. The only bump in the road thus far was a hard fought decision loss to Josh Neer in his final fight as a welterweight.

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At 155 pounds, Stevenson has been unstoppable, taking out veterans Yves Edwards, Dokonjonosuke Mishima, and Melvin Guillard in three consecutive bouts. "Daddy" will now move on to the fight at hand as he takes on Kurt "Batman" Pellegrino. A New Jersey native, Pellegrino (16-2-0) 5'8"/155 lbs., now fights out of Jupiter, Fla. As he was closing in on his first Octagon™ victory at UFC 61 last July, he got caught by submission specialist Drew Fickett in the third and final round and was forced to tap out. Pellegrino vowed not to make the same mistake twice, and against Junior Assuncao at UFC 64 three months later, he only took two minutes and four seconds to submit his foe. Then at UFC Fight Night™ in April 2007, "Batman" made a statement as he submitted Nate Mohr at 2:58 of the first round. Now 2-1 in the Octagon, Pellegrino will need to be on his game again when he takes on highly regarded Stevenson at UFC 74.

Kendall "Da Spyder" Grove (10-3-0) 6'6"/185 lbs., fighting out of Las Vegas, Nev. is the winner of *The Ultimate Fighter 3*'s middleweight division in 2006. "Da Spyder" has made a seamless transition from reality television star to the big league MMA of the UFC due to talent, size, and most importantly, hard work. He is looking to continue on his positive development as a fighter when he takes on Patrick "The Predator" Cote. Astonishingly tall 6 foot 6 middleweight Grove has the range to give anyone a rough night of work. He followed up his memorable *The Ultimate Fighter 3* finale win over Ed Herman last June with a just as memorable one-sided beat down of Chris "The Exorcist" Price in October. Then at UFC 69, Grove continued full force with a second round submission over Alan "The Talent" Belcher. Grove looks to continue his win streak as he takes on Canadian Cote. Middleweight contender Cote (10-4-0) 5'11"/185 lbs., is part of a new breed of fighters that has taken the MMA world by storm in the last couple of years. He believes that confidence has played a huge role in the emergence of his Canadian countrymen. Cote's own confidence in his abilities has led him to a 10-4 overall record that included a trip to *The Ultimate Fighter 4* finale against Travis Lutter last November. Though he fell short against the submission master, Cote came back with a unanimous decision win over fellow banger Scott Smith at UFC 67. He looks to improve his record with a win over Grove.

The undercard bouts for **UFC 74: RESPECT** will be announced in the near future. All bouts are subject to change. For more information about **UFC 74** or any upcoming UFC event, visit www.ufc.com or uk.ufc.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 June 16, 2007 UFC staged its third European event at the Odyssey Arena in Belfast, Northern Ireland to a very strong live and pay-per-view 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*™ 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 twelve to fourteen live pay-per-view events annually through cable and satellite providers. UFC fight programs are also distributed internationally throughout the world, including on Globosat in Brazil, MAIN EVENT in Australia and Setanta and Bravo in the United Kingdom. Before joining the UFC, White managed a boxing program to benefit inner city children in Boston.

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 fourteenth 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, the UFC organization now offers twelve to fourteen live pay-per-view events annually through cable and satellite providers. UFC fight programs are also distributed internationally throughout the world, including broadcast on WOWOW, Inc. in Japan, MAIN EVENT in Australia, Globosat in Brazil and Bravo in the United Kingdom.

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 audience in North America to witness a mixed martial arts event. UFC popularity continues to reach new heights as the fourth season of the hit reality series *The Ultimate Fighter*® delivered record ratings in male 18-34 and 18-34 demographics for the Spike TV cable network.

The UFC organization and Spike TV also extended its two-year strategic partnership through 2008 to present four additional seasons of hit reality series *The Ultimate Fighter*®, as well as ten live *UFC® Fight Night*™ events and 26 taped programs 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 Fertitta and Frank Fertitta III, and expertise of President 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.

(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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U.S. STATES THAT SANCTION MIXED MARTIAL ARTS

1. ARIZONA
2. CALIFORNIA
3. COLORADO
4. FLORIDA
5. FOXWOODS
6. GEORGIA
7. IDAHO
8. IOWA
9. KANSAS
10. LOUISIANA
11. MINNESOTA
12. MISSISSIPPI
13. MOHEGAN
14. NEBRASKA
15. NEVADA
16. NEW JERSEY
17. OHIO
18. OKLAHOMA
19. OREGON
20. PENNSYLVANIA
21. TEXAS
22. UTAH
23. WASHINGTON
24. WASHINTON DC

Currently in Legislation: Hawaii, Illinois and Michigan

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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

Entrance Gates: Two on Opposite Sides of Octagon

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

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UFC® BY THE NUMBERS

UFC® Pay-Per-View

- 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 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. 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 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.

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- 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™

- ***The Ultimate Fighter® 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.
- ***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).

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- **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[®] 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.

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- 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. 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

- 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.

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