

## **UFC**

**Moderator: Jennifer Wenk**  
**September 13, 2007**  
**12:00 p.m. CT**

Operator: Good day and welcome to the UFC conference call. At this time, I would like to turn the call over to Jennifer Wenk, Public Relations Director, for opening remarks and introductions. Please go ahead.

Jennifer Wenk: Good morning everyone and thank you for taking the time to make the conference call today. We're doing a combined conference call for UFC 76 and for UFC Fight Night since they are just three days apart.

We have Chuck Liddell, Keith Jardin, and Kenny Florian on the call as of right now. I'm just going to run through and let you know what's going on with our fight program and then we'll go straight to the Q&A.

For UFC Fight Night, the fight is next week, Wednesday, here locally. The doors will open at 3:15, the first bout will be at 4:30, the show will go live Pacific Time at 6:00 p.m., we'll be over at 8:00 p.m., that's Pacific, 11:00 p.m. Eastern. And immediately following will be the premiere of season six of the Ultimate Fighter.

Next, the following Saturday UFC 76 is taking place at the Honda Center. We have a full week of PR activities for that fight starting with the open workouts on Wednesday, September 19. It will

take place at the Anaheim Marriott from 1:00 to 2:00 p.m., and then 2:00 to 3:00 p.m. we'll have Keith Jardin and (Shogun) first followed by Chuck Liddell, Forrest Griffin and Diego Sanchez. We'll have our UFC 76 pre fight press conference taking place on Thursday, September 20, starting at 12:00 noon, wrapping up at 2:00 p.m. And we will have all of the fighters from the main live card for you.

(The Wand) will be Friday, September 21, from 3:00 to 5:00 at the Honda Center, and then the fight is Saturday night starting at 4:30 p.m., first bout 5:15 p.m., (Tykos Live) at 7:00 p.m., and wraps up at 10:00 p.m., and then there will be a post fight press conference with all of the fight winners after the fight.

So with that being said, Dana White may join the conference call mid-stride. He's not available at this time. So I will be hosting the call as of now.

And operator, let's open it up and go straight to Q&As for Chuck, Keith, and Kenny.

Operator: Thank you; the question and answer session will be conducted electronically. If you'd like to signal for a question at this time, you may do so by pressing star one on your touch-tone telephone. And if you are using a speakerphone, please be sure that your mute function is turned off to allow your signal to reach our equipment. Once again, star one.

And we'll go first to Sam Caplan at CBSsports.com.

Sam Caplan: How's it going, everyone? Chuck, got a question for you. After the fight against Rampage, I mean, you didn't make any excuses. You said you got caught and that was it. And, you know, there's a lot of fighters out there now, though, you know, after a tough loss that – they're – they get on the mike and they have – they make excuses. What's your feeling about, you know, fighters that go that route?

Chuck Liddell: Well, that's up to them, man. That's not how I – how I am. You know? It's not – he had a good fight, I didn't. You know? He won the fight. You know, I'm not going to – I'm not making any excuses for it, I'm not – if I – I shouldn't have been out there if I wasn't ready to fight.

Sam Caplan: OK. And, Dean – Dean, I had a question for you. Prior to the season of the Ultimate Fighter four, the comeback, were you still signed to a UFC contract and you were just assigned to the show, or were you a complete free agent and you had – and was it a case where you had to fight your way back into the organization.

Jennifer Wenk: Sam, it's Jennifer. Dean isn't on the call right now. We're tracking him down. He should be calling in later.

Sam Caplan: Oh, all right. I'm sorry about that. All right. That's all I have for questions. Sorry.

Operator: Again, star one. And we'll go next to Edward Pollard with "Blackbelt Magazine."

Edward Pollard: Hi. I've got a question for Chuck Liddell. Morning, Chuck. How does it feel to be a contender again now? How it changed much about how you train and even look at competition?

Chuck Liddell: Not really. I mean, I still enjoy the sport and I still, you know, it's just something to shoot for. You know, I'm – I'm always shooting for doing something better and getting – getting better whenever I'm fighting. So, you know, now just ((inaudible)) there's more – there's more options out there to fight. So hopefully I'll fight a lot more now.

Edward Pollard: Great. Hey, just a quick off question. Is the Mohawk permanent?

Chuck Liddell: I'm going to keep it – I've had it – I've had it since '92. So I don't think it's going away anytime soon.

Edward Pollard: All right. Thanks, man.

Operator: And we'll go next to Doug Jeffery, with "Ultimate Grappling Magazine."

Doug Jeffery: Hey, Chuck. Thank you for your time this morning. Is the loss to Quinton still in your head or do you put that behind the night it happens?

Chuck Liddell: You know, I'm ready to fight again ((inaudible)) right after it happened I wanted another shot at it the next day. So, yes, you got to put that away and just get back to training and get back to fighting. I mean, if you let it bother you then, you know, it – you can run into a lot of long stream of problems. So I try to put it behind me and just start to go back to fighting again.

Doug Jeffery: OK. And how do you put it behind you? What physical or mental process do you do to get it out of your mind?

Chuck Liddell: You know, I don't know exactly what I – what I'd to say, but I – it's just kind of the way I think about things, I think. Just, you know, I'm – I'm trying to get to – now I'm trying to – now I know that I – what I have to do to get back to trying to avenge that loss. So I – I just go back to working on getting back to the point where I get a chance to do that.

Doug Jeffery: OK. A question for Kenny. How has (Kevin Kerns) impacted your fight preparation?

Kenny Florian: He's helped a lot. You know, I didn't have a full-time strength conditioning coach before. So, you know, I'd say he helped, you know, you know, definitely improve my overall well-being, just being healthy and staying strong and just having a mentality that, you know, I need to go out

there and train like a professional athlete, train every single day. You know, everything from the nutrition side to just working out every day and it definitely helps and I'm much better because of it.

Doug Jeffery: Good deal. Thank you very much.

Operator: And we'll take our next question from Neil Davidson with Canadian Press.

Neil Davidson: Yes. Is Keith on the call?

Keith Jardin: Yes, I'm here.

Neil Davidson: Hi, Keith. I wonder if you could just tell us a little bit about whether it was tough to come back after – get back into training after the fight with Alexander or whether you were itching to go. Was it tough to get over that result?

Keith Jardin: No. I've had no time off. I took two days off and I had to be back here and get (Rashad) ready for his fight and (Nate) ready for his fight coming up. So, man, I've been training ever since and itching to get back in the octagon.

Neil Davidson: So how do you rationalize the Alexander fight? Is it like Chuck said, it just – it was the other guy's night? How do – how do you go back and look and look at that fight?

Keith Jardin: Yes, it's pretty simple. Just like he said, I lost focus for a second, I got caught and that's the last thing I remember. You know? That's the beauty of the sport with the little gloves, you know, anything can happen. And in my heart I believe I win that fight 99 times out of 100. And I just – I got to get back to work. Things happen for a reason.

Neil Davidson: OK, thank you.

Operator: We'll take our next question from Nick Solomon with jabs&grabs.com.

Nick Solomon: Hi. How are all the fighters today, good?

Male: Yes.

Male: ((inaudible))

Male: ((inaudible)) doing good.

Nick Solomon: All right, great. I'd like to start with Chuck, if I may. Chuck, you know, you have a large amount of opportunity ahead of you. Assuming that you're successful against Keith on the 22<sup>nd</sup>, what is more appealing to you, a third fight with Rampage right now or one of the (priority) imports, like (Vandalase) or (Shogun) or maybe even Dan Henderson.

Chuck Liddell: Well, I mean, that – that's nothing something I'm going to worry about till after this fight. You know, I'm going to get – I've got Keith in front of me, I'm going to take care of that first and then we'll figure out what they want to do. I'll fight anybody anytime. So whoever they want me to fight after that I'll fight. But right now I'm concentrating on Keith. So ...

Nick Solomon: OK. Well, let's talk about Keith for a second. How does Keith stand – measure up to you as far as fighting style?

Chuck Liddell: I think it's going to be a great fight for the fans. I mean, (matches up) – I think we're going to stand out there and it's going to be an interesting – we're going to stand out there and throw punches at each other. So it's going to be – it should be fun.

Nick Solomon: And also if I can go from here to Keith, I'd like to ask you a question. Keith, good morning. And just out of curiosity, you're going right from (Houston Alexander) straight to the biggest name in the business, Chuck Liddell. So what does that – how does that affect you mentally? Are you nervous at all or – how do you feel about this one coming in here?

Keith Jardin: You know, you know, I'm just excited. Honestly, for the last fight I lost a little bit of that excitement and it was just going to work, going to my fight. And now I'm excited again and it's a great opportunity. Liddell's a great champion. So, yes, I just look at it that way.

Nick Solomon: Do you see things that you can capitalize against Liddell?

Keith Jardin: Oh, yes, I see a lot of things we're working on. But you – there's a difference between seeing something on tape and then when you see it live, you know, and that's going to be the thing.

Nick Solomon: OK, all right. Now if we could go to Kenny Florian real quick. Kenny, how you doing?

Kenny Florian: Good. How are you?

Nick Solomon: Great, thanks. Kenny, how do you feel as far as the factor – from where you went, from the Ultimate Fighter season one to where you are now as far as respectability from the fans and as far as from your peers.

Kenny Florian: You know, I think I've definitely made some gains, obviously with everyone. I hope to make, you know, some more gains and get some more respect. And I think I still have a lot more to do in this sport. I got to fight the top guys and it starts with Dean Thomas. And I think this is a big step towards getting respect and solidifying a position among the top guys at 155. And I hope

to just keep on fighting the top guys, and I want to be, you know, without the doubt the number one contender. So I got to – just got to keep fighting the top guys and just keep getting that respect. And ultimately, you know, the title will come, hopefully, again.

Nick Solomon: Dean's also a Brazilian jujitsu black belt like yourself. What kind of a problem does that pose to you?

Kenny Florian: Well, obviously he'll be skillful on the ground. He's good at the (submissions) himself. He's got good positioning. He trains with a great team. American top team, we're, you know, primarily started as a Brazilian jujitsu camp. So I expect him to be very strong on the ground. But I still think I'm going to have the edge. I have more experience I think on the ground than he does. And I'm just going to – I'm going to bring it. It's very difficult to – when you're constantly attacking and you're only defending, it's going to be difficult to win a fight. So that's what I hope to do, eventually just get him to break with the pressure and then hopefully he makes a mistake and I'll be there to pounce on it. So I expect him to be very good and I'm ready.

Nick Solomon: OK. I'd like to wish all the fighters best of luck in their upcoming fights. And hopefully we'll see a great show from you guys. I'm sure we will.

Kenny Florian: Thanks a lot.

Operator: We'll go next to Thomas Gerbasi with UFC.com.

Thomas Gerbasi: Hey, Chuck. You know, you hadn't lost for close to four years leading to the Quinton fight. How do you explain the loss to the kids? You know, is it something where it's a difficult process or do they just understand that that's part of the business?

Chuck Liddell: My kids understand it. I mean, they've been around for – I mean, they've watched me fight since they were little. They've watched my highlights; they've watched my fights after – since they've been little. You know, you talk to them and they – I've seen interviews when I was wasn't around, they showed me them, and they tell you, well, you win some, you lose some. You know, they don't really care. ((inaudible)) say, they just – I'm dad to them. So, you know ...

Thomas Gerbasi: Right. Now, I know you focus in on this upcoming fight. But, you know, what are your thoughts on (Vandalay) finally getting signed to UFC?

Chuck Liddell: I think it's great. I'm glad we have him. I mean, he's a great fighter and he's been a great fighter for a long time. And it's great – I'm glad he's going to be fighting somebody over here in UFC.

Thomas Gerbasi: Right, right. Best of you luck next week, Chuck. Thanks.

Chuck Liddell: Thank you very much.

Operator: We'll go next to Elias Cepeda, with Inside Fighting.

Elias Cepeda: Hi. Thanks for having me. This question is for – is for Chuck Liddell. Chuck, going into your last fight, speaking with Quinton Jackson, he was saying that he felt possibly a factor going into that fight was your respective life styles. He felt that he was maybe keeping it – keeping his life a little bit more simple going into the fight. And speaking to him afterwards he's – he says that it turns out his – some of his coaches were partying with you the week of the fight out – I don't know what party means, but ((inaudible)) was saying.

Chuck Liddell: People say that all the time. I mean, I – I've been – I haven't changed anything I do before fights in a long time. I mean, I was at clubs and – but I – I drink water and I sit there until

about 2:30 and 3:00. But I don't sleep till 3:00 or 4:00 weeks of fights anyway, if I'm sitting in a – whether I'm sitting in a hotel room or wherever I'm at. So, I mean, a lot of – a lot of people made comments about it. I mean, you know, I don't – I have – I haven't drank in a month by the time I get to a fight. And I probably drank a couple times in three months by the time I get to a fight. So, you know, I'm not, you know, it's not an about drinking or anything.

Elias Cepeda: You would disagree then? Because he says he probably felt that the quickness of the fight was maybe attributed to the fact that – that type of ((inaudible))

Chuck Liddell: I don't think – I think that has nothing to do with it. I mean, it has nothing to do with it. I was in great shape and I was prepared for the fight. So ...

Elias Cepeda: How – you kind of touched on this before. But how does – were you – were you prepared, were you – or are you always kind of prepared to make that transition from defending champion to challenger? Is that a different mind-set or is it really all the same for you just because you – you enjoy the fight game so much.

Chuck Liddell: Well, it's – I don't think it's -- I don't think it's different fighting. You know, I don't think it's a different mind-set to train to fight. I mean, I – I think every fight is important. To me every fight's just as important to win. So – and – but dwelling over a loss isn't going to make it any better. So, you know, it happened, it's over. You can move forward or – there's no purpose in sitting around dwelling on what happened in the past. You've got to learn from what you did, learn from what you did wrong, but then move forward. You don't – you can – it's not going to do you any good other keep worrying about what happened last time.

Elias Cepeda: Sure, sure. And now definitely you seem ((inaudible)) take it fight by fight. But is it – is it important to you in the grand scheme of things to – before you're all of a sudden dying to get back to that ((inaudible)) level that you held for so long.

Chuck Liddell: Of course. Of course it is. I mean, yes. It's important before I'm done to go back and get that title back. So I'm coming after it.

Elias Cepeda: Well, thank you, Chuck.

Chuck Liddell: Thanks.

Operator: We'll go next to Anthony Malakian with (Sports Ticker).

Anthony Malakian: This question's for Chuck.

Chuck Liddell: Yes.

Anthony Malakian: ((inaudible)) lost before. How has that experience of coming back from losses for this fight, or is coming back from a loss different every time?

Chuck Liddell: I don't know that – I think – I think – I don't know if the experience helps, but, yes, I think the – I mean, mentally, I mean, you know you, you know you can. I mean, if you – since you've done it already. But like I said, I think the way I look at things and the way I look at fighting, I mean, it just, you know, it happened, you learn from it and move on. I mean, that's not – it's not something you – dwelling on losses is never healthy and worrying about what happened last time is not going to help you this time. So ...

Anthony Malakian: OK. And Keith, after the ((inaudible)) you might not get a shot like this?

Keith Jardin: Excuse me; you broke up there a little bit.

Anthony Malakian: I'm sorry. Coming back from the loss to Houston, were you worried at all that you weren't going to get a shot like this? And how important is this considering that you're fighting, you know, the biggest name in the sport to kind of, you know, have this opportunity to immediately get back into the picture again.

Keith Jardin: Yes, man, I didn't know what was going to happen. They could do anything. They could have put me on the under card. I didn't know what was going to happen. And honestly, when I – when I got the call I thought, oh, I was being joked with, I thought it was a joke and I didn't believe it right away. So, you know, it's a great opportunity and I'm excited about fighting and I'm excited about showing what I can do.

Anthony Malakian: Thank you and for Kenny. With the question mark surrounding the lightweight title, how big is this fight considering that, you know, you can possibly move into a title shot, you know, if (Sherk) ends up getting stripped or whatever, you know, with the way that there's just so many questions surrounding the title there.

Kenny Florian: You know, every fight is important. Like other fighters have said, you know, every fight is important to me, every fight is important as a title shot. I can't get there if I don't – if I don't win this fight and the next one and the next one. Whatever it is. This is my title fight right now and then every one comes after it. So, you know, as far as the – what implications it has in the division, you know, there's definitely a lot of ((inaudible)) guys in there who are top fighters. You've got (Joe Stevenson), who's probably ahead of us, and then maybe if Dean – and Dean after that, the winner of this fight. So that's up to UFC and I'm just going other keep on, you know, doing my best to win the fights I need to win. And hopefully everything after that will follow.

Anthony Malakian: All right, thanks, guys, and good luck.

Kenny Florian: Thank you.

Operator: We'll go next to Ben Pherson with "Rochester Post Bulletin."

Ben Pherson: Hey, guys. My question is for both Keith and Kenny. The Ultimate Fighter is going to debut a season again here this coming week. What advice would you have for these guys. You know, they've already been out there and already taped everything. But what advice would you have for these guys and what can you tell them to expect once the season starts to – starts being on TV here.

Keith Jardin: I'll go ahead first. The main thing – the advice I would have is whether you win or lose, it's a great opportunity. After the show you have an opportunity to be a full-time fighter and it's what you do with that that's going to make you. Some guys get caught up in the fame and all that stuff and they don't take the right path, and other people like Kenny did went to work and became a much better fighter. And that's the advice I would have.

Kenny Florian: Yes, you know, pretty much the same thing. Focus on what your goal is, which is, you know, ((inaudible)) show, doing your best, and take as much as you can from that show. Learn from the coaches and take advantage of the opportunity that you have. You've got a lot of exposure there and an opportunity to improve as a fighter and an opportunity to, again, to be a household name in mixed martial arts, which is a, you know, definitely a big honor and a great opportunity. So just take advantage of the whole situation.

Ben Pherson: Any question there as to the – that being probably the greatest break in your guys' careers?

Keith Jardin: No question.

Kenny Florian: Absolutely.

Ben Pherson: All right. Thanks a lot, guys.

Operator: We'll go next to Doug Jeffery, with "Ultimate Grappling Magazine."

Doug Jeffery: Hey, Keith. I've got a couple of questions for you. If it were up to you, if you had a choice, would you fight Chuck following a loss or after a win?

Keith Jardin: You know, you never want to lose. So of course I would want to fight him after a win. But, honestly, the last fight it doesn't matter. Each fight you take – you look at differently and you approach it differently. And it doesn't really matter.

Doug Jeffery: OK. So do you feel in your mind that he'll be more motivated following a loss or has he put that behind him and that's not a factor for you whether he does win or lose in the previous fight?

Keith Jardin: You know, I haven't really thought about what he's thinking too much. From listening to him I think it's just business as usual. I mean, he's the best in the world, he's a great champion, and there's no reason to change something that's not broken. So I'm sure he's just approaching it like normal.

Doug Jeffery: OK. You said in regards to the Houston Alexander fight that you had lost some of the excitement in the preparation for the fight. Could you elaborate on that a little bit?

Keith Jardin: Yes. You know, I'm fighting some guy I never heard of and the – a little intimidation helps a little bit in training, you know. And going to Vegas again and just doing the whole thing, it was just – just doing all the press conferences, it was just like work. I wasn't having fun and I wasn't excited and – I'm – believe me, I'm not making any excuses, I'm just saying the opposite is like right now. It's a blast to fight somewhere else, to fight in Anaheim and to go on this journey.

Doug Jeffery: But what turned it around for you then for this one?

Keith Jardin: Oh, fighting Liddell.

Doug Jeffery: OK, got you. Good deal. Thank you.

Operator: We'll go next to Neil Davidson, with Canadian Press.

Neil Davidson: Yes, I just – this is for Chuck first, and then I guess I'll ask Keith. Chuck, do you go back and look at your fights? Did you go back and look at the last one, or do you prefer not to dwell on it?

Chuck Liddell: Oh, yes, I'll go back and look at it. But that's, you know, look at it, look – work on a few ((inaudible)) see what I need to work on and see what I can pull out of that. And then – and then I put it away. That's all – that's all I need until – unless I'm going to get around to fighting him again. Then I'll look at it one more time. But, yes, you know – and I put it behind me.

Neil Davidson: So you've done that, you've done your studying of the tape already?

Chuck Liddell: Yes, we do that – we usually do that the – like a week – within a week of the fight. ((inaudible)) go back and look at what we can work on and what – if there's anything we could have done better. And then we go, you know, put it away.

Neil Davidson: Keith, can I ask the same thing of you? What's your approach to watching film of the last fight?

Keith Jardin: Well, actually I didn't even watch the last fight. I don't care to. I just don't care to. I got hit like in 30 seconds, that's the last thing I can remember, so anything after that's pretty inconsequential. You know? So, yes, that's it.

Neil Davidson: OK. Thank you.

Operator: Again, that's star one for questions at this time. And we'll go next to Edward Pollard, of "Blackbelt Magazine."

Edward Pollard: Hi. I've got another question for Chuck. It's a little different, a little more future oriented. I'm wondering, you're no longer one of the youngest fighters out there, but you're still up at the top level. Have you needed to make any kind of age-related adjustments?

Chuck Liddell: You know, I have over the years. I mean, it just depends. I mean, it's not, you know, it's not when you're 22 and you're walking into the gym and you put – you're – warming up is putting your gear on. You know?

Edward Pollard: Anything in particular really?

Chuck Liddell: No, you know, not really. I mean, we've just been – we've just refined what we do. I mean, I do a lot – a little shorter workouts, but they're more intense. And, you know, we work on, you know, working out five days a week. But I've been doing that for a while. And ((inaudible)) kind of training longer, you know, like the training camp's longer – a little bit longer. It's been increased over time – in time ((inaudible)) but it's been that way for a couple years now. But, you know, I work out – it used to be, you know, six weeks to get ready, then it was eight weeks, and now it's, you know, we used to go three months, you know, just to kind of get a slower build up into training and, you know, so ...

Edward Pollard: A little more focused and shorter time period then.

Chuck Liddell: What?

Edward Pollard: And so you focused on shorter time periods to get the same results?

Chuck Liddell: Well, we do – I do a long – I stretch it out to a longer training camp, but, you know, we kind of make it a little slower build up and, you know, more of a – more a tapering off.

Edward Pollard: And has (Randy Coture's) recent performance changed the way you like at, you know, the lengths of your own career?

Chuck Liddell: Not really. I mean, I've always said I'll fight as long my body lets me. So it just depends on when – how I feel I can perform. If I can still perform at 45 like he does, you know, for sure I'll be around. But we'll see how much body holds up.

Edward Pollard: Well, I hope it does. I hope it does. You're an exciting fighter. And thanks a lot.

Chuck Liddell: Thank you.

Operator: And we'll go next to Franklin McNeil with "Newark Star Ledger."

Franklin McNeil: Hey, Chuck, I have two questions for you. The first one is you've talked about obviously another shot at Rampage and obviously you want the title back regardless who that champion will be. Is it important to not only win this fight but look good doing so to make a statement?

Chuck Liddell: I'm not trying to make a statement to anybody. I'm going to go out and – going out there to try to win a fight. Should I – I hope I look good doing it, I hope the fans have a great time

watching. I don't think it's going to be a problem, I think it's going to be an exciting fight. But, you know, that's not something I worry about, that's, you know, if it goes my way it's going to be an exciting fight anyway, so ...

Franklin McNeil: OK. And the second question has to do with the possibility of never fighting Rampage again. If that doesn't happen, do you – how would you feel about that if you don't get the opportunity to fight him again?

Chuck Liddell: Well, as long as I put – as long as I make it where he should fight me again and, you know, if he – I mean, if you're saying if he dodges me and just doesn't want to fight me if I don't want to – keeps pulling away. I mean, if I keep winning he'll have to fight me. You know, so I don't see why it wouldn't happen. But if it doesn't I'll cross that bridge when it comes. It's not something I worry about right now. I'm going to be around for a long time, so ...

Franklin McNeil: OK. And Keith, did you get a chance to watch Houston Alexander's fight last week?

Keith Jardin: No, no, I didn't. I was at a football game.

Franklin McNeil: OK. All right, take care, guys.

Keith Jardin: All right.

Operator: And we'll go next to Curt Burmester with Rogers Sportsevent.

Curt Burmester: Hey, this question is for – is Dana White still on the call?

Jennifer Wenk: No, Dana's not on the call. He's running behind. He's on another call right now.

Curt Burmester: OK. You know what, I'll wait until he hops back on then.

Jennifer Wenk: Actually he's probably not going to be able to join us today.

Curt Burmester: Oh, OK. You know what, I'm good then. Thank you very much.

Jennifer Wenk: OK.

Curt Burmester: Bye.

Operator: We'll go next to Elias Cepeda with Inside Fighting.

Elias Cepeda: Hi. Thank you again. Keith, this question is for you. You spoke about how little time you had off, about three days. I was wondering if you could talk about the challenges of doing that and also, you know, the opportunity. Is it ((inaudible)) of being good, because you don't have to get rusty or challenging because, you know, you have to worry about over-training. Which one is it or is a combination or do you have to face both sides of that?

Keith Jardin: You know, the thing is, when I came back I was helping other guys get ready for fights. So I was, you know, emulating other people's styles and stuff. And it was just fun training. And I was just having fun getting in and getting work in. And we all do this, it's because we love to do it. So I was just having fun. And then come seven, eight weeks, that's when I started to make my training more specific and stuff. So I didn't really have a chance to over-train too much.

Elias Cepeda: Is there a factor at all about – do you like – do you prefer that now having done it? Do you like the way you feel being busy all along? Do you feel like it keeps you sharp?

Keith Jardin: Yes. You know, a lot of people – some people make the mistake of just training for fights, just training for seven, eight weeks for fights and nothing else. And, honestly, you don't get much chance to get better then. It's when you're – when you have your free time, when you're coming in for fun and you're working on stuff that you really get a chance to improve your game.

Elias Cepeda: Sure. Thank you, Keith.

Operator: We'll go next to Neil Davidson, with Canadian Press.

Neil Davidson: Yes, thanks for taking my call again. This one's for Kenny. Kenny, you mentioned the Joe Stevensons and you opponent as being top contenders. But could you talk a little bit about the weight class in general? Because the 155 seems packed with talent – Frankie Edgar, Tyson Griffin, (Clay Guida). I mean, do you look down that lineup – what are your thoughts when you see all these young guys? Not that you're old.

Kenny Florian: No, it's exciting to me that, you know, I have all those guys I get to challenge myself against, you know. I'm not in here to beat up guys. I want to fight the best. I want to challenge my skills against theirs. If you look at that division, it is stacked. Which gives me all that more incentive to be the champion of that weight class or – and to be considered the top in that weight class. So I know that there's plenty of challenges left for me at that weight class, which is exciting, which is why I train every day so hard. I'm looking forward to that.

Neil Davidson: And also if I could just follow up. You've been a bit of a pundit in the past. You've sort of – you've analyzed fights I know on the UFC Web site. What were your thoughts as a fighter and a pundit on the decision of the (Michael Bisting/Matt Hamil) fight?

Kenny Florian: You know, anytime it goes to a decision, you know, you run the risk of getting a bad – a bad call. And that's why it's so important to try to finish your fight and not let it go to the judges.

My opinion was that Matt (Hamil) did get the decision. There were some rounds that were close. But, you know, honestly I thought that (Hamil) won. But we see it in all sports. You get bad calls, bad decisions. And, you know, having three different eyes out there, you know, it makes a difference. And everyone sees it differently and it depends on what night and what the mood of the judges – are in. It – there's too many factors at play there. So, you know, I'm sure they'll do it again and it will be exciting to see ((inaudible)).

Neil Davidson: Thanks, Kenny.

Operator: Again, star one. And we'll go next to James Brydon with Sportsnet.

James Brydon: Hi. This question is for Chuck. I was just wondering if you were disappointed that you didn't get the chance to fight in the first unification bout. And as a follow-up, would you like to face Henderson at some point provided he stays at 205?

Chuck Liddell: I'll fight anybody that they want me to fight. Yes, of course I'm disappointed, but that's part of being disappointed about losing a fight and not having a title. But, you know, it's not something that I really thought about. You know, people have asked me, so I – other than people asking me. But, you know, it's not something I'm worried about. I – I'll come back to – I'll get – I'll get my shot at that title again, so ...

James Brydon: OK. OK, thanks.

Operator: We'll go next to Doug Jeffrey, with "Ultimate Grappling Magazine."

Doug Jeffrey: Hey, Kenny. I was hoping you could elaborate on your comments about the (Hamil) and (Bisping) fight. You said it's important to try to finish the fight and not have it go to the judges. Do you – or is it possible for a fighter sometimes to – in his attempt to finish the fight instead of going

– instead of having the decision go to the judges, is it possible for a fighter to get out of his game plan and maybe take a risk that he wouldn't necessarily take.

Kenny Florian: Oh, definitely. I mean, you run that run just stepping into the octagon. You know, hey, anything can happen. And certainly it raises that risk the more aggressive that you fight. You know, it really becomes a balancing act there. At the end of the day, it basically needs to blend with your skills and your style of fighting. You know, you don't want to do something that you're not, you know, good at or something that you don't practice and you just ((inaudible)) fight this to be aggressive and go for it. And that's when you run even more of a higher risk. So I think it is important always to finish your fights. You know, I can't promise I'm not – I'm going to finish every fight. But then that's the way I train. I train to try to finish the fight. And if you do that, you know, hopefully you will get the decision based on your aggression and what skills you bring to the table. But it definitely does raise the risk, but it's something I'm willing to take ((inaudible)) fight.

Chuck Liddell: Well, really I don't think it should be out of your game plan to – not to finish a fight. I mean, if that's jumping out of your game plan I think you ought to check your game plan.

Kenny Florian: Right.

Doug Jeffrey: So between rounds, how much of an adjustment for both either Kenny and/or Chuck, how much an adjustment will you make. I mean, how much can really be done between rounds to change strategy?

Chuck Liddell: I mean, honestly, I don't think you make a whole – you can only make a few small adjustments in the corner. You know, if you try to give a guy too many adjustments in the corner, you know, he's not going to ((inaudible)) you give him a bunch of adjustments, he's not going to remember any of them when he gets out there. I mean, it's a short amount of time, he's tired,

he's working stuff in his own head he's trying to work on. And, you know, a couple things – usually a couple things, you can add a few things. But basically, you know, it's harder – it's hard to change the game plan.

Doug Jeffrey: Right.

Kenny Florian: Yes, I agree with that. And those preparations should be made before you get out there. You know, before – before the fight really that's when you really should make those adjustments. And then it's just the little things in between rounds.

Chuck Liddell: But there are a lot of rounds. Most of the guys in the sport now are very rounded. They have other – you can make some on the fly changes, like, hey, this is – (A), you got a better, you know, you got him on this. You know, you know, take him down or – hey, you're beating him standing, stay up, ((inaudible)) there or whatever. You know, you can make these adjustments. The small – they're small, but they're just giving him a direction to go in.

Doug Jeffrey: Right. Good deal. Hey, Kenny, another quick question about the (Sean Sherk) situation. Was that – did that surprise you when the California State Athletic Commission made that announcement?

Kenny Florian: You know, I guess it's always surprising when anyone, you know, tests positive for something. But, you know, the – it happens and – yes, I mean, pretty much yes.

Doug Jeffrey: OK. OK, good deal. Thank you.

Operator: And we'll go next to Edward Pollard with "Blackbelt Magazine."

Edward Pollard: I have a question actually for all three of the fighters that are on the line today, specifically about the Ultimate Fighter. And you're all veterans of the early phase of that show. How do you – how do you feel about, you know, how it's developed since you were on the show? Anybody.

Kenny Florian: Yes, I think every time that show starts with a new season it's another opportunity to get more fans for the sport. And it's great. It's been great from the beginning. That's what happened with the explosion of the sport, being on cable television and having a show where you could follow the characters and start to make some connection with those – with those fighters and following their careers. It makes it exciting for old fans and new fans a lot. So every season is just another opportunity to get more fans for the sport.

Edward Pollard: Keith, do you have any thoughts?

Keith Jardin: Yes, I think it's great. I brings in, like Kenny said, new fans and new fighters to the sport. It keeps fresh guys coming in. And I think it's great. This season's pretty interesting because (Matt Hughes) was one of the coaches when I was on, so it's going to – and I know the way he is. So it's going to be interesting to see what transpires there.

Edward Pollard: Is there a big difference between your experience on the show and how it ends up being broadcast? Did you see the shows after you were out of the house?

Keith Jardin: Yes. I mean, you've got cameras on you the whole time you're there, basically. So 24 hours a day you've got something on you. And what they show is very little. So it's pretty much up to the editors what they want it to look like and what they want to show.

Edward Pollard: You have your own edit in your own mind as to like how the show would come out.

Keith Jardin: Yes, yes, exactly.

Edward Pollard: How about you, Chuck, how do you feel about it? You were on the very first one. How have things changed, you know, since then?

Chuck Liddell: Well, I mean, I think – I think they've made some good changes. I think it's just more about the fighting. I mean, the first season we, you know, they were actually originally just going to do a fight every other show. But they figured out after the first fight, they said, oh, we'll probably do one every show. So they worked it out so you have one every show. So, I mean, it was a learning process and I think, you know, they're trying to keep – they keep evolving to making great, great shows. I mean, it – it is a great way to get guys -- introduce guys that have been fighting and fighting ((inaudible)) to the public.

Edward Pollard: Think we might be seeing as a coach again?

Chuck Liddell: You know, they really haven't talked to me about it. And so I don't know. We'll see.

Edward Pollard: Well, thanks, guys.

Jennifer Wenk: Operator, do we have any last calls and last questions?

Operator: We have one final question from Sam Caplan, with CBSsports.com.

Sam Caplan: Hey, Kenny, this question's for you. I wanted to go back to the performance enhancing subject. Do you find that it's prevalent within mixed martial arts and just in your travels when, you know, you're training at gyms and you're out there? I mean, is it something that's out in the open, is it something that fighters talk about in the gym, is it something that, you know, you have been offered?

Kenny Florian: I don't think so. I don't think it's, you know, around in ((inaudible)) I don't see people talking about it out there, you know, really. You know, I mean, it's something that's I guess in all sports, and I don't think it's really out in the open anywhere, you know. So, I mean, it's something I think a few people used to – you know, choose to use. And, you know, my perspective on it is that it's cheating. You know, there definitely should be a certain amount of honor, respect. And it's out there; it's about you and your skills and what you bring to the table against the other fighter. It's not about, you know, what ((inaudible)) what performance enhancing, you know, drugs you use, you know, that's going to make you better. So, you know, it ((inaudible)) happens in all sports and, you know, hopefully ((inaudible)) see other examples ((inaudible)) who may be using will stop using ((inaudible)) you know, it doesn't look good for that, it doesn't look good for the sport and hopefully it's a change for the better.

Sam Caplan: Thank you.

Operator: And we'll go next to Steve Cofield, with Fox Sports Radio.

Steve Cofield: Let me follow up on this with – on Sam's question with Kenny and then Chuck. Is there a code among fighters to not mention or ever bring light to guys who you think may be involved in something like that? Because we had an incident about a week ago with Terry Martin throwing out the name of James Irvin. So kind of what's the code among the fighters. And if someone actually did that and became a guy who broke ranks and started pointing fingers, what would that do to them in terms of their reputation. Kenny, if you want to go first.

Kenny Florian: Is there a code? I have no idea. But myself, you know, I'm not one – if I, you know, if I don't know for sure or whatever, I'm not going to sit here and start naming names of people who I think are using or, you know, may be using. I think, you know, that's a bunch of BS and I have no idea who's using. I myself just focus on what I'm doing, what I need to do to get better in the best

way that I know how. So, you know, that's pretty much it. You know, I don't know of guys that are using for sure. And even if I did, who am I to say I don't, you know, I'm not going to sit here and start naming names.

Steve Cofield: Chuck, you got a take on it?

Chuck Liddell: Well, I'm the same way. That's what the testing's for, to catch guys. I mean, I don't – it's not my – it's not my job to worry about what other people are doing. You know, and ((inaudible)) of me unless you're there and you know the guy real well, I mean, it's speculation anyway. I mean, there's – I mean, obviously there's people you look at and, you know, that guy must be on – I've got friends that are just generic freaks that people think are steroids. You know? But it just – unless you know – unless you know for sure, it's not – I mean, it's – it's just speculation unless you're pretty close to the person. So that's what – that's what the testing's for. I mean, that's why guy's who – if they do it they'll get caught. You know, it's – that's what happens.

Steve Cofield: And what happens to that fighter – if someone does come out like a Terry Martin, what happens in the fighting ranks when a guy comes out like that? I mean, is it welcome in gyms at that point? What is his name like around the fighting industry?

Chuck Liddell: You know, I mean, it just depends – I mean, I don't – I don't really know what happened with that. I mean, it – is he – I mean, does he – how does he know. Does he know for sure or does he – is it something he's speculating? Is it something that, you know, and, you know, where's it coming from.

Steve Cofield: It just sounded like speculation.

Chuck Liddell: Yes. So, you know, that's – I mean, that's just not something – I mean, I don't want a guy around me that's going to just – doing that. But that's just – I ((inaudible)) that's another thing, I

don't really care about the – if they get – if they're getting caught they got caught. You know? If you did it, you're doing it and you get caught I don't feel sorry for you.

Steve Cofield: All right, guys. Thank you.

Female: She wants ...

Operator: Again, that's star one. And we'll pause for just a moment.

And we have a question from Dave Meltzer with Wrestling Observer.

Dave Meltzer: Yes, this is for Kenny. Actually for Keith or for anyone. On that same subject, is there anything that you would do as far as, you know, more frequent testing or are you satisfied with the testing the way it is right now.

Kenny Florian: You know, right now with – it seems like people are getting, you know, every once in a while they're getting caught with the testing what they're doing now – I mean, realistically can you test every single person every fight? No, you know. But I think having the random testing is keeping people who are using on their toes, I'm sure. Can you do more? Yes, you know, you could test people year round every single day. You know? But, you know, you have to basically – based on what's practical, you know, I would maybe like to see maybe one random test, you know, through the season, whether you're fighting or not. And I think that would definitely limit the use. But, you know, there's only so much you can do. So I don't get into the logistics of it. And – but hopefully just people would just use common sense and start. You know, do training and fighting honorably, you know.

Dave Meltzer: OK, thanks. And Keith, do you have any thoughts on that subject?

Keith Jardin: I think testing's fine right now. And I don't think there's a big problem in the – in the UFC right now with steroids. Because, honestly, like we're not getting paid a lot and I've got to fight a few times this year to make a living, you know, I can't risk being out for a year. I think that's what the penalty is, so ...

Chuck Liddell: Yes, I think that – that penalty is – guys will learn a lesson real quick, you know. You get caught and you're losing a whole year of making money, a whole year of fighting. So, I mean, I think that, you know, is enough incentive for people to wake up.

Keith Jardin: Exactly.

Dave Meltzer: OK, cool.

Operator: And with that we have no further question in queue.

Jennifer Wenk: OK. Operator, thanks for your help today. Guys, thanks for calling in. Thanks to all the members of the press for calling in for the conference call today. We've got some great fights lined up next week. And we will see you all in Vegas and in Anaheim.

Operator: This does conclude today's conference, ladies and gentlemen. Again, thank you for your participation and you may disconnect at this time.

Chuck Liddell: All right. Thanks.

Keith Jardin: Take it either, guys.

Chuck Liddell: Take it easy.

Kenny Florian: ((inaudible))

Jennifer Wenk: Thanks, guys.

END