

For Immediate Release:
May 20, 2010



MEDIA ADVISORY

**ULTIMATE FIGHTING CHAMPIONSHIP®
TO MAKE MAJOR ANNOUNCEMENT IN CANADA**

UFC® to Hold Press Conference in Toronto on Tuesday, May 25th at 1pm ET

Las Vegas, NV (USA) – The UFC® today announced a major announcement will be made at a press conference scheduled for Tuesday, May 25th at 1pm ET in Toronto, Ontario, Canada. Lorenzo Fertitta, UFC Chairman and CEO and Dana White, UFC President will attend and host the event.

Interviews and photo-ops will be made available; the press conference will also be available for news stations live via satellite.

WHO:

- **LORENZO FERTITTA, UFC CHAIRMAN AND CEO**
- **DANA WHITE, UFC PRESIDENT**

WHAT: UFC PRESS CONFERENCE/ANNOUNCEMENT

WHEN: TUESDAY, MAY 25

Times: 12:00 – 1:00pm ET Media Check-in/Luncheon
1:00 – 1:30pm ET Press Conference Begins/Live Via

Satellite

1:30 – 2:00pm ET Media Q&A

WHERE: ROGERS CENTRE -- Media Conference Room (Field Level) - Entrance Via Gate 9

**1 Blue Jays Way
Toronto, ON M5V 1J1**

HOW: FOR CREDENTIAL INFORMATION, please contact Diann Brizzolara at diamb@ufc.com.

Ultimate Fighting Championship® - www.ufc.com

Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC® produces over twelve UFC live Pay-Per-View events annually and 30 live arena events around the world. UFC programming is distributed in the United States on Viacom, Inc.'s Spike TV and on Comcast, Inc.'s Versus network. UFC content is distributed commercially through Joe Hand Promotions in the U.S. and Canadastar in Canada. Globally, UFC programming is broadcast in over 130 countries, territories and jurisdictions, reaching 430 million homes worldwide, in 20 different languages. Ancillary businesses now include UFC.com with over 5 million unique visitors per month, the best-selling UFC "Undisputed" videogame franchise distributed by THQ, UFC Gym™, UFC Fight Club affinity program, UFC Fan Expo™ festivals, branded apparel, trading cards, articulated action figures and other media including best-selling DVDs and a U.S. bimonthly magazine.

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