

UFC

Moderator: Jennifer Wenk
June 28, 2007
12:00 p.m. CT

Operator: Good day everyone and welcome to the UFC conference call. Today's conference is being recorded.

At this time, I'd like to turn the conference over to Jennifer Wenk, Director of Public Relations; please go ahead.

Jennifer Wenk: Hi, everybody. Thanks for calling in today for UFC 73 pre fight media conference call.

We have Dana White here for you today, along with Rashad Evans, Nate Marquardt and Sean Sherk; they are all on the line. We're also expecting Tito Ortiz to call in to join us a little bit later on.

Before we get started, I just want to run through a few things about our fight program this week.

We have our normal pre fight press conference. On Thursday July fifth at ARCO arena starting at 12 noon, it will be in the skylight and lounge on the fourth floor. Lunch will be served from 12 to one, and then we'll have the program from one to two.

On Friday, we'll have our weigh in starting at three o'clock. ((inaudible)) approximately at four.

The main card wins will be broadcast live on ESPN news. And then on Saturday, the fight starts at – the doors open at 4:30, the fight starts at – the first bout is at 5:15. The main card starts at

seven o'clock. It should conclude around 10 o'clock and then we'll have our normal post fight press conference around 10:30.

So with that, I will now turn over the call to Dana White, our UFC President, to take us through the rest of the conference call today.

Dana White: Good morning, everybody. Thank you for joining us this morning. This next card UFC 73 Stacked. We're excited about it. It is, you know, it's called stacked, because it's one of the most stacked cards we've ever had. We have Heath Herring versus Minotauro Nogueira. Nogueira is one of the best heavy weights in the world and has been for a long time, former Pride champions, and this will his first fight in the UFC.

Two titles that night. The lightweight title Hermes Franca will be taking on lightweight champion Sean Sherk. And Nate the Great Marquardt will be trying to take the middleweight title from Anderson Silva.

We also have season two winner Rashad Evans of the ultimate fighter, taking on Tito Ortiz. Kenny Florian is in there in a swing bout, and also on that card is the return of Stephan Bonner. So I'll get right to it and open it up for questions. Anybody who has questions, shoot.

Operator: Thank you. The question-and-answer session will be conducted electronically. If you wish to ask a question, please press star followed by the digit one on your touch-tone telephone. Again if you do have a question or a comment, please press star one at this time.

We'll go first to Carlos Arias with Orange County.

Carlos Arias: Hey, Dana; how are you doing?

Dana White: Good, buddy. How are you?

Carlos Arias: All right. Hey, I'm wondering what your thoughts are about this war of words between Tito and Rashad. I mean they've really been going at it. What do you think about that?

Dana White: I mean it's typical Tito stuff. I mean Tito always starts a fight before the fight. And it started at, I don't even remember what UFC it was, but he came over and got in Rashad's face, and, you know, I'm sure it's escalated from there. Tito is actually getting medical done, so he's going to jump in here in a little while hopefully.

Carlos Arias: All right, thanks, Dana.

Operator: We'll go now to Sam Caplan with UBS Sports Line.

Sam Caplan: Hey, Dana I had a question about some of the Pride contracts. After you guys acquired Pride, it seems like you guys still had to go out and resign some of these guys. Was it a situation where they were complete free agents? Or that their contracts weren't transferable to new ownership?

Dana White: No. They're transferable. They were under contract with Pride Worldwide, the company we own. These guys were never contracted to fight in the UFC. They didn't have UFC contracts. So what happened is while we're figuring this mess out, these guys need fights. These guys need to fight. So we're bringing them over and getting them over here. But as far as, you know, legally getting it done right, they were under contract with Pride Worldwide, which is the company we own. And some of the guys we're bringing in now have to sign UFC contracts.

Sam Caplan: OK. Thank you.

Dana White: Yes.

Operator: We'll go now to Doug Jeffrey with Ultimate Grappling.

Doug Jeffrey: Hey, Sean, this is Doug. A question for you. What is your mindset going into this title defense?

Sean Sherk: Seek and destroy man. I want to get in there. I want to get after it. I want to defend this title and I want to finish this guy off. You know, this guy has got some strength, and he's got some weaknesses. I look to exploit his weaknesses. And I'm just going to try to run through him.

Doug Jeffrey: What do you see as the number one concern?

Sean Sherk: Number one concern, obviously, is he hits hard. You know, I've got to respect the fact that he hits hard. You never really know how hard someone hits until they hit you. And obviously I've got to be careful on the ground, you know, he's real tricky, real sneaky. I've seen a lot of his fights, where he's been getting worked over by guys, and he'll come out of nowhere and slap a submission on him. So I think he's always a threat with his punching power. He's always a threat on the ground with his submission game, so I've got to be a little careful too. I can't get a little overzealous.

Doug Jeffrey: Have you watched tape of all of this fights, a few of his fights, or have you done your research?

Sean Sherk: I've seen about three or four of his fights. I've got a couple more that I just received yesterday which I'm going to start studying, so all and all I will have about five fights of his. What I've noticed, though, is his earlier fights, compared to his newer fights, he looks exactly the same.

He hasn't changed at all. Real wild, real unorthodox, throws those big haymakers. And, you know, submission game, likes leg locks. So he looks pretty much the same.

Doug Jeffrey: How's your health?

Sean Sherk: My health, it's great, you know, I'm working, real, real hard. My shoulders never felt better. And, you know, I just can't wait to get in there and mix it up and see what happens.

Doug Jeffrey: Good deal. Thank you very much.

Sean Sherk: You bet.

Dana White: We got the UFC all access show that's coming up is on Sean Sherk and it will run the week of the fight, one of the most incredible shows we ever did. Everybody was talking about, you know, how amazing the Rich Franklin workout was, wait until you guys see the Sean Sherk workout, it really is the best show we've ever done. He's an amazing athlete.

Operator: Thank you. We'll move now to Ryan Mink with the Washington Post.

Ryan Mink: Hi, Dana.

Dana White: How are you buddy?

Ryan Mink: I was going to ask you about Tito's image is, and what you feel his image is, and how it's changed, or whether he's misunderstood?

Dana White: No, Tito is not misunderstood. I've had my dealings with Tito over the last six years, too. I mean Tito is who he is. You know, I don't know, I mean you know, the history with me and Tito.

Ryan Mink: Right.

Dana White: You know, he doesn't call himself the Huntington Beach Bad Boy for no reason.

Ryan Mink: Do you like that? I mean is that good for the UFC to kind of have that bad guy? Or do you wish he would just chill out a little bit?

Dana White: I don't ask anybody to not be who they are. You know, this isn't the WWE. Different guys have different personalities. You know, Tito is who he is. Tito comes in, and Tito always gets in great shape. He comes in and fights. Do I like all of the things he says and all of the things he does? No, I'm not crazy about it most of the time but Tito is who is. I'm not going to, you know, how am I going to go ask Tito not to be Tito Ortiz.

Ryan Mink: Right. Have noticed any change with him over the years? I mean do you think he's matured at all? Has he always been like this?

Dana White: He's always been like that, but I think he's matured a lot. Yes, I think Tito is a matured person and as a fighter, definitely. You know, I don't always see eye to eye with him, but yes, I think he has.

Ryan Mink: How would you describe his personality just if you had to kind of sum it up?

Dana White: How would I describe his personality? You're asking a guy who doesn't get along with him 90 percent of the time. I don't know. Tito is who Tito is.

Ryan Mink: Right.

Dana White: You know. I'm sure he feels the same way about me.

Ryan Mink: Right. Thank you.

Dana White: Yes.

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

Elias Cepeda: Hello. This question is for – a couple of questions for Rashad. Rashad, thanks for your time. Tito says he sees you as the faster fighter, but him as a stronger one, and more experienced. How do you break down his strengths and your advantages over him, in your mind?

Rashad Evans: Well, you know, obviously he is a bigger fighter, but that doesn't necessarily mean he's going to be stronger. You know, I mean Tito is a hard worker. He always comes in great shape. And I mean I think this is just going to be a battle of wills. Man, you know, I think that we're pretty close in lot of areas. And I think it's just going to be whoever wants it more tonight or whoever can endure the more sacrifices and come out on top.

Elias Cepeda: Also, you had a couple of close decision wins in 2006, then you looked great against (Lambert) last fall, and you finished (Salmon) quickly. How would you say you have improved in the short time you've been in the sport? And do you feel confident that just in these three years, you've improved enough to be ready for these top tier guys, like Tito and then possibly (Rampage Jackson), afterwards?

Rashad Evans: Yes, you know it's just mindset. You know, it's just going in there and believing in your game plan, and believing in your abilities and believing in yourself, you know, when you don't – you're not really too confident in a lot of areas. You go out there and it shows in your

performance, you know, you're a little apprehensive, you know, taking any chances. And you don't believe that you have the skill to get it done and that comes across.

And I think what the last year has provided me is just a chance to get – go out there and just feel more comfortable with myself, and feel more comfortable with my training and my fight preparation.

Elias Cepeda: Thanks, Rashad.

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

Neil Davidson: Thank you, hi Dana.

Dana White: Hey, buddy, how are you?

Neil Davidson: Good thank you. Since Sean lost to (Matt Hughes), he's won or 14 or 15 fights. I wondered if you could just elaborate on what happened out of the ring to keep him away from the UFC.

Dana White: We had some issues with his prior management. And, you know, unfortunately, these things happen in business and that was really what kept him out of the UFC for a while.

Neil Davidson: And obviously all is forgiven now?

Dana White: Absolutely. We have a great relationship with Sean, and, you know, it's just one of those unfortunate things that happened in business.

Neil Davidson: Also the – you mentioned about the quality of this card, the advertisements highlight Tito and Rashad, yet, there are two title fights on the card, which are sort of added as extras. Why was that approach taken?

Dana White: That's not necessarily true. On the commercials, we have everybody on there. We have Nate and Anderson, Sean and Hermes, and Tito and Rashad.

In some of the markets, it depends on the market, we did billboards with Tito and Rashad, and in other markets we did billboards with Sean and Hermes and others, Anderson and Nate. And there's different reasons for doing them in the different markets. But obviously Tito Ortiz is a very popular figure. You know, so in some of the markets where, you know, a lot of people know Tito, he would have been on the billboards, him and Rashad as opposed to one of the title fights.

Neil Davidson: And finally...

Dana White: We're very tricky guys, man, we know how to market this shit.

Neil Davidson: And finally if I may, you did drug testing – your own drug testing in Belfast, did that go ahead as planned and did everybody test negative?

Dana White: As far as I know, yes, everybody did. Nobody has come to me and said anybody tested positive. So the answer would probably be yes.

Neil Davidson: Thank you.

Dana White: Thank you.

Operator: We'll go now to Randy Gordon with Sirius Radio.

Randy Gordon: Rashad, question for you, a couple of them, actually. Tito has been saying some pretty awful things about you. Do his words get you fired up even more? Or do you just kind of chuck them up as Tito being Tito?

Rashad Evans: I talked about them Tito being Tito, but, you know, anytime anybody says anything about you, you have to kind of get motivated. It has worked more of a motivation than anything, you know, I don't go home and then cry about it or nothing. But, you know, sometimes it's funny. You know, sometimes it's like OK. It's just actually motivation, you know, but I don't get to the point where I'm thinking about it analyzing it all of the time, and is making me cause – train unnecessarily to cause injuries or anything like that.

Tito Ortiz: I mean very much it. For my defense, it's Tito Ortiz speaking here. I really think it was just more along the lines, it was a joke, it was a funny joke and something to make me laugh, make my fans laugh and there's nothing towards Rashad and any type of racist thing at all. And I just wasn't thinking of me calling him nappy headed ho it was a joke. It was no more than that. And, you know, I'm full of controversy, anything that I say is in a joking terms. You know, nothing against Rashad. And, you know, next week, when step in the ((inaudible)) against each other it's going to show, and, you know, let the hostilities – let the punches do the talking.

Randy Gordon: Tito how do you feel about Rashad?

Rashad Evans: You know, I thought Rashad, he's a great opponent, you know, him being undefeated and he's a qualified wrestler, a qualified fighter. You know, he won the heavy weight division at the Oakland fighter, and I'm really excited about this fight. You know, I've been training really hard; I've been training really hard. I've been, the last three months I've been in training and it's just one of those things. You know, Rashad is bringing the fire underneath me again.

You know, when I fought (Ladelle) and I lost to (Ladelle) and just one of those things I made a mistake. And when I came up to Rashad at UFC 69, you know, I gave him my respect, and just say watch what you say. And he says, I get, you know, you I ain't going to listen to you and tell me what I need to say or what I have to say. And, you know, that's him defending himself, which is fine. And, you know, I'm a forced to be reckoned with no matter what. I'm a fighter that's been here for the last 10 years, and I'm very qualified, and I'm here just to make it a very, very exciting fight. And, you know, on 7-7-07 the lucky cards will be in my corner.

Randy Gordon: OK. Rashad, how do you feel about Tito?

Rashad Evans: Man, you know, Tito is Tito. I don't have any ill will against him or anybody else. You know, I just go in there and do my job. I never take it personal when I have to fight anybody. You know, no matter what he says, you know, I mean, you know, he can say whatever he wants to. When we get near him we have to fight him. And then, you know, whatever was said before, really have no relevance because what's going to happen is going to happen.

Randy Gordon: OK. Guys, thanks.

Operator: We'll go now to Lance Pugmire with Los Angeles Times.

Lance Pugmire: Hey, Dana, how are you doing today?

Dana White: Good, how are you doing?

Lance Pugmire: Real good. Real good. Hey, I wanted to ask you, I know you probably watched it from a distance, but the Japanese organization FEG staged a show in LA that – where a bunch of the fighters tested positive for performance enhance drugs. Coming to California now, do you – have you gone over it with your fighters, and told them that look this just happened, you guys need to

be on your best Ps and Qs, and make sure none of us test positive like this disaster of the FEG show?

Dana White: Whether it happened in that show or not, I mean all of the fighters in the UFC know what our position is on steroids, and what the athletic commissions position is on steroids. You know it's not just because everybody tested positive in that show. You know, these guys know, they can't use them. They're not supposed to use them. And, you know, I think if you looked at how many fights we put on a year, and the percentage of the guys that, you know, test positive for anything in the UFC, it's a lot lower than a lot of these other shows out there. I think they beat us in one show, with what we probably will have all year.

So no, that's always an issue for us.

Lance Pugmire: You haven't reinforced the point though, in light of coming to California where the testing seems to be as strict as it possibly can?

Dana White: No. I certainly hope that none of my guys are using any performance enhancing drugs. And, you know, everybody in the UFC knows the policy. Listen, everybody in the country knows the policy. Steroids is the hottest topic out there right now, especially now with this thing that just happened a couple of days ago. I mean, believe me, man, everybody knows that you shouldn't be taking steroids. It's like me having to tell all of my fighters, hey guys, listen don't snort any cocaine before this next event, we're going to California. You can't use cocaine. You can't use anything. I mean everybody knows this.

Lance Pugmire: Yes. Thank you so much.

Dana White: Thanks.

Operator: We'll take a follow up question from Carlos with Orange County.

Carlos Arias: Hey, Dana I had one more question for you. The September 22 UFC card, is that still going to be a Honda Center in Anaheim?

Dana White: Yes. Yes, it's going to be at the Pond.

Carlos Arias: And there are some rumors that (Shogun Ua) might be on that card, is that something that you can confirm?

Dana White: Can't confirm it yet.

Carlos Arias: OK. Thanks.

Dana White: All right, buddy.

Operator: We'll go now to Kevin Iole with Yahoo! Sports.

Kevin Iole: Hey, Dana; how are you doing?

Dana White: Good, Kev, how are you?

Kevin Iole: I'm doing great, thanks. Hey just following up on what Lance was asking, I mean you downplayed it but you've had a number of fighters test positive as well. I mean what kind of action do you take outside of what the athletic commission does if you have such a strict policy when you fighters do test positive, what is the UFC's position?

Dana White: Yes, we're not happy about it. What happens is, you invest, you know, money in these guys building them up, and they end up testing positive for steroids and it hurts everybody. It hurts the sport. It hurts the UFC. It hurts the fighter. I mean you don't have to be a fucking rocket scientist to figure out what's going to happen to you if you take steroids and you get caught using them, or cocaine or marijuana or any other illegal drug.

Kevin Iole: No understood. But I mean, I guess what I'm getting at Dana, is OK, the athletic commissions can suspend them or fine them, and in some cases, they are significant, and in some cases they're not. But does the UFC issue any punishment, you know, as an added inducement to not do anything?

Dana White: Yes, actually what we're working on right now is we're working on, you know, not that even that our guys need it. You know, you have guys here and there that pop up and test positive. If you look at our history over the last six years, you know, it hasn't been that bad. And – but what we want to do now is go out there, (Lorenzo) and I were talking about this a couple of weeks ago is put together these seminars for the guys, about steroid use.

Kevin Iole: OK. And then, lastly, I just want to ask, what fight is actually coming out last, is it Tito and Rashad going to be the main event in terms of coming out last?

Dana White: No. The bout order is Nogueira versus Herring is the first card. Sherk versus Franca. Ortiz Rashad. Florian Robinson and then Anderson Silva and Nate Marquardt.

Kevin Iole: OK. Great. Thank you.

Operator: We'll go next to Jack Encarnacao with the Fight Network.

Jack Encarnacao: Hi, this question is for Sean. Sean, it's been wow, 10 months, since you won the lightweight title. And of course, you had the shoulder rehab, and I believe, surgery, right on the shoulder?

Sean Sherk: Yes. It's only been eight months, though.

Jack Encarnacao: I'm sorry, eight months, yes, math is the last thing I'm good at. Did – was there any pressure to get in sooner? Was there any pressure to get the – kind of the central figure in this weight division, this might be a question for Dana too, out there, sooner, even though the injury was kind of hampering things.

Sean Sherk: Well, you know, for me, I mean I put a lot of pressure on myself. So I mean there was a lot of pressure I put on myself to get in there sooner. I don't like sitting on sidelines, I'm a fighter. You know, I don't want to be the guy sitting on the couch watching all of these other guys fight on TV, and I'm eating potato chips. You know, I want to get in there, I want to fight, I want to defend my belt, I want to make some money. I want to train. I'm not used to sitting on the sidelines watching my training partners train, which I had to do, unfortunately for about eight or nine weeks.

So I put a lot of pressure on myself, to get back in there, to get back in the gym. And I spent a lot of time rehabbing. So I was actually back on the mat 10 weeks after surgery which blew my therapist away.

Jack Encarnacao: Wow.

Sean Sherk: So yes, I put a lot of pressure on myself, for sure.

Jack Encarnacao: What was the exact surgery? What needed to be done?

Sean Sherk: What happened was it was called a (slat tear) and I also had a fist. So the tear was the shoulder and a bicep.

Jack Encarnacao: OK. So they had to reattach.

Sean Sherk: Yes.

Jack Encarnacao: OK. So you were on the mat 10 weeks after that, and how long did it take for you to not be conscience of it any more, you know, get rust out, get more comfortable with the shoulder?

Sean Sherk: I would probably say about maybe within three months I was using it at full strength again. So it was pretty good. You know rehab was phenomenal. I probably spent about four hours a day just rehabbing.

Jack Encarnacao: Really. And the lightweight scene right now, a dizzying amount of competitors looking really good on television an considered title threats. Is there anyone that you want to make sure you face in the division, while you have the title?

Sean Sherk: You know, I don't really care who I fight. I don't really watch fights and think gees, I hope I fight that guy. I mean I don't really care. I think, you know, I like my position right now, because I always – I pretty much have a good idea who I'm fighting next. You know, I'm sitting at the top of the ladder, and everyone else is scrambling to get to where I'm at. So I can pretty much watch these guys work their way up, and I know who I'm finding, and I don't care who I fight. I mean I'll fight whoever they put in front of me, and, you know, with the purchase of Pride, I'm sure they're going to bring a lot of tough guys from Pride over, and we've got a lot of tough guys, so there should be some great match ups for me.

Jack Encarnacao: Sean, and this question might go to Dana too, lightweight division marketed heavily as, you know, a dynamic action packed up and down left and right kind of division with the guys just going at a non stop pace.

Sean, your style is decidedly, you know, take down oriented ((inaudible)) oriented, do you feel like that runs counter to the marketing of the lightweight division as action all over the place?

Sean Sherk: No. I mean I'll stand in (tray too). I mean if you spoil my take down, I'll box with you. But no, I think there's a market for every style of fighter. You know, I get tons of e-mails every day from wrestlers and fighters around the world that say they love my style of fighting.

Jack Encarnacao: Definitely.

Dana White: Yes, he is standing up a lot more. I mean his stand up has improved incredibly. I mean Sean Sherk is a very well rounded fighter.

Jack Encarnacao: Dana, did we put the Florian match on in the semi final position there, to get people thinking Florian and Sherk again.

Dana White: Kenny Florian is a swing bout.

Jack Encarnacao: That is to say, he'll be on if there is extra time.

Dana White: Exactly.

Jack Encarnacao: Right. OK. Is there anything to that, though?

Dana White: No, not really.

Jack Encarnacao: OK. Thank you very much.

Dana White: All right.

Operator: We'll go now to Ryan Mink with the Washington Post.

Ryan Mink: This question is for Tito. Tito, just – do you enjoy making controversy? I mean is that just something that you really try to do that a lot or is that just part of your personality?

Tito Ortiz: I guess it's pretty much part of my personality when I first start. You know, I think it just really comes about as I speak my mind, man. I don't hold anything back and I don't care about anybody's feelings. And, you know, I have a bad body image that I'm going to uphold and I'm going to speak my mind, no matter what, you know, no matter what the consequences are. You know, the things I've said about Dana and vice versa, and things I've said about the UFC. And, you know, I've been a UFC fighter for the last 10 years. I never fought for any other company. And, you know, I speak my mind on all terms.

You know, I'm a businessman. I'm a fighter. And when it comes down for me getting into the octagon to beat someone down, I'm going to speak my mind. I'm going to try to get into the guy who I'm fighting's head. And they're going to understand that when they're fighting Tito Ortiz it's ferocity man. And I don't look for any easy ways out or anything in the fights that I ever do.

That's just the way I am and it's the personality that I hold. It's the personality that I step in the octagon. You know, I train super hard for my fights, and, you know, I give 100 percent emotion, 100 percent of my heart and 100 percent of my body work. I know it really comes out to that's just me fighting. It's intensity when Tito Ortiz fights.

Ryan Mink: OK. Now, I know a lot of your work with your charities and with the troops and things like that. And it seems, you know, in reading about that lately, that's something that a lot of people don't know about you or wouldn't expect. Now is that something that, you know, you feel like a lot of people, you know, you wish that a lot more people knew about you or is it an image that you would ((inaudible)) any more?

Tito Ortiz: You know, I'm not really sure it's about the image I'm really trying to portray. I think it's more of just getting back, and knowing that these guys, you know, the United States troop that give so much for our freedom is, you know, the citizens of the United States, you know they aware away from their families.

For the last five-and-a-half years, they've been at war, and, you know, they've been across in Iraq and in the Middle East, and so forth, and we really don't look at that, you know. You look at Paris Hilton and it's a bit story about here, always getting – going to – coming out of jail, and it's just a really stupid thing that you look at.

And the biggest thing about all of it is, what's the reason behind all of it, where the troops are really supporting us, and fighting for our country and fighting for us. And I'm willing to give back and give them recognition for that.

Ryan Mink: Right. I mean I would assume that a lot of people, like you said, I mean you have the bad boy image, and that even in your name. I mean is that an image that perhaps you feel is a little bit misunderstood? That you're actually a nice guy, and you're not always, you know, this kind of bad boy guy or what?

Tito Ortiz: You know, I think it's just a mixture of both. It's like Dr. Jekyll and Mr. Hyde. When I step in the octagon I'm in one of the most serious combative sports there is in the world today. When I step in the octagon it's my head or his, you know, in my eyes, you know, I'm out there to draw

first blood. But once I step out of the octagon, I'm a very a fan friendly fighter. I never say no to an autograph. I never say no to a picture. I'm there for the fans. And I spend extra time after to work for the funds. And I think that's what it really comes down to. If it wasn't for the fans, I wouldn't be who I am today.

Ryan Mink: Right. OK. Tell me a little bit about Oscar de la Hoya, I understand that he's somebody that you kind of looked up to for being a great businessman, and a great fighter.

Tito Ortiz: You know, him, making of course, the Golden Boy Promotions, it's just really smart to see a fighter going to the second level of really making that happen. I've been a huge fan of him. And of course, Fernando Vargas, when he was coming up, I think that was one of the street hook side of me that really fall in love with Fernando Vargas. But the businessman of de la Hoya is someone who I really looked into and seeing what he's done with his enterprise is very, very impressive.

And I feel like trying to follow those same footsteps. You know, it's going to take a lot of work, of course, and hopefully a lot Dana helping me out doing that, of course, and me stepping into the octagon and fighting and keep winning. I mean I look at the last nine years of my competition and I've only lost to two people.

One is the light heavyweight – excuse me – one is the heavyweight world champion and one is the former light heavyweight world champion, (Randy Couture) and (Chuck Lidell) and those are the guys who I've only lost to in the last nine years. And I plan on not starting that any time soon. You know, I really look at it as only what holds for the future of Tito Ortiz and just continue as a fighter and continue as a businessman and try to find a happy medium of both. But, you know, being aggressive in the octagon is the most important thing. And on 7-7-07 it's going to be a great day for me.

Ryan Mink: Right. What do you say to those people out there, who criticize you as just some kind of hothead guy or, you know, your haters out there.

Tito Ortiz: Well, you know, I've got to agree with them completely when it's fight time, you know. I'm very emotional, like I say. I'm very entertaining when it comes to fighting. I want to make sure that I give the fans their bang for their buck. I mean I don't want a boring fight. And for me to put myself to expose in a striking well, where maybe I get dropped or something, at least I'm exposing myself, and I'm not holding back and that's what I've always been. And I've always wanted to be out there and be an entertainer.

I've heard it so many time, people say Tito don't worry about being entertainers go out there and fight, and I really don't see it as that. I see it as I'm going out and I'm doing a performance, but it's kind of funny, because the toughest performance is going in and punching somebody in the face, and taking them down and ((inaudible)) face off.

Ryan Mink: Right. Thank you.

Operator: We'll go now to Sam Caplan with CBS Sports Line.

Sam Caplan: Hey, Tito, I had a question. There was a report that you had been offered a chance to rematch (Forest Griffin) at UFC 72 and that you had turned it down at one point.

Tito Ortiz: Yes, I did. You know, I think that's really taking a step back for me. The best match, I thought, was with Rashad. You know, he's been undefeated. And why would I want to take a fight that I've all ready won, and take a step back. I think it was taking a step back for my career. If I wanted to go forward with my career, I've got to fight somebody who's at a better caliber. And Rashad has been beating a lot of people, that's why he's undefeated.

And Rashad is s great fighter and I respect him as a fighter but, you know, once we step in the octagon may the best man win and I know that will be me.

Sam Caplan: And my next question is for Dana. Dana is true that (Miraco Krovov's) next opponent at UFC 75 is going to be (Chuck Congo)?

Dana White: Yes, he'll be fighting (Chuck Congo).

Sam Caplan: All right, thanks.

Dana White: Yes.

Operator: We'll go next to Randy Gordon with Sirius Radio.

Randy Gordon: Dana question for you. You've got this big stacked card coming up. You won't believe how they're talking about it in New York. What do you attribute the tremendous explosion of MMA popularity to?

Dana White: We've been busting our ass for six years, and getting out there, and, you know, making it available to the masses here in this country. I always – from the minute I got involved in this sport, I thought it was amazing, I thought the athletes were incredible, not only athletes but human beings. And I knew that if we got this thing on television people would feel the same way. You know, we've done a lot of hard work and spent a lot of money and we got there.

Randy Gordon: Can you believe it's growing as fast as it is?

Dana White: Can I believe it?

Randy Gordon: Yes.

Dana White: Yes.

Randy Gordon: I mean is it faster than you thought? Or is it taking its time? Or where is it in your mind?

Dana White: Yes, just, you never know. I mean we're not mainstream yet. I don't believe that we've even scratched the surface of how big this thing can be, and how big it's going to be.

Randy Gordon: OK. Over to Sean. There was one point where you were just doing tremendous, you lost one fight, I think you had – yes, you lost one fight, and then all of a sudden you couldn't get any fights, because of your great performance. You had to walk away from the sport that you love so much, and how touch was it for you to be away during that time watching the other guys achieve success?

Sean Sherk: It was real tough. I mean was working a full time job. I was getting up in the morning, and coming home at five o'clock at night and working all day and watching all of these other guys training and fighting and making money doing something that I wasn't able to do anymore, so I was real frustrated. I mean I wasn't a happy guy to live with, that's for sure. My wife is actually the one that urged me to get back into the fighting because she knew I was unhappy and she told me look, many, you've got to start fighting again.

So, you know, at that point in time the sport had exploded off the season one of the ultimate fighter. And there was more shows. And the UFC was only three or four shows a year at one time. And now all of a sudden they're doing 10 shows a year. And I made a phone call to (Monty Cox) and two weeks later I was back in the UFC. So I just walked into my boss's office, I said I'm out of here, I'll see you later, and that was it.

Randy Gordon: Thanks, Sean and Rashad, one for you. If you come away with victory...

Rashad Evans: Hold on, hold on, hold on, you said if ...

Randy Gordon: I did say if, didn't I?

Rashad Evans: There's no if.

Randy Gordon: OK. You come away with victory on the stacked show...

Tito Ortiz: Wait...

Randy Gordon: ...you consider this your biggest victory ever?

Rashad Evans: I think every victory that you have, you know, is always your biggest victory because you're only as good as your last fight in this game. So I mean Tito can tease, you know, he was a legend for a long time, he was the man. But I kind of wish I was fighting the Tito Ortiz of old, because I feel like Tito he's not the same fighter as he used to be, not the same person.

I'll take this one because ...

Randy Gordon: Are you saying that Tito is not what he was?

Rashad Evans: He's not half the man he used to be. I mean but that's OK, I'll take him just the way he is right now. And, you know, I mean go out there, and put on a good show, and let them know what I'm about. And let him know it's not just about talking trash, you've got to actually fight.

Tito Ortiz: It's going to be a mistake. And I think I've been fighting for the last 10 years. But it's true. I understand his side of it. You have to talk the talk. I know you're trying to be a super star that's OK.

Rashad Evans: You had decisive victories in the last couple of years, and that was against, (Ken Shamrock), that was it bro. That was it.

Tito Ortiz: Yes, try to fight (Andrew) and you'll find out.

Rashad Evans: That's it. That's it. So I mean you can kind of big yourself up to kind of think you're something more than you're not, but I'm not buying it, you know. I'm going to let you know...

Tito Ortiz: Yes, I forgot you won on a split decision with (Sam Hogar); he's such a great guy.

Rashad Evans: That's OK. That's OK. You lost against (Forest Griffin), I mean so, you know.

Tito Ortiz: Yes.

Randy Gordon: Guys, thanks a lot. And we look forward to seeing you on ((inaudible)).

Dana White: Any more questions?

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

Doug Jeffrey: Dana, I've got a couple of questions for you. Number one, what did you think when (Hoyst) tested positive?

Dana White: I was shocked. (Hoyst) didn't look like he was on steroids to me, but apparently a lot of steroids out there, that you don't look like you're on steroids.

Doug Jeffrey: Can you address the rumor about (Ken Shamrock) fighting for you guys, again?

Dana White: Yes, I don't know where that rumor came from. You know, there's a lot of rumors and Internet bullshit in this business, and some knucklehead ran out and started talking about it. It was never true.

Doug Jeffrey: OK and you said that the sport is not quite mainstream. So at point will you consider it mainstream?

Dana White: Mainstream to me is if I walked out on the strip and started asking everybody on eth strip who's Shaquille O'Neil and every could answer the question, that's mainstream to me, you know. And I don't feel that the UFC is there yet. I think that – I think it's going to be. I think this is going to be, you know, we're all ready the biggest combat sport in the world. We're bigger than WWE. We're bigger than HBO Boxing. I mean – my point is I don't even think we've scratched the surface of how big this sport is going to be.

Doug Jeffrey: OK. Good deal. Hey Tito, can I ask you how Big Bear went?

Tito Ortiz: I actually it's been really good. I'm still living in ((inaudible)) now. I'll be up here until July fourth. I've been up here for the last seven weeks. And camp's been really, really good. You know, I purchased the de lay Hoya place, and it's an investment for the next four years of competition.

I plan on competing, and I'm doing really, really good man. I have no injuries which I'm not looking for any excuses man, so it's great. You know, I mean Rashad that, you know, I lost to

(Forest), but, you know, when I fought (Forest) was 60 percent. So Rashad is going to get 100 percent, if he thinks I'm a person who is not who I used to be, which is fine, he's under estimating me, which is great. ((inaudible)) really fills the factor during the fight, and he'll notice. And I think all of the weight is on Rashad's shoulder now, because the last time I looked, (team Greg Jackson's) camp, I think they're zero and nine. So I think all of the weigh is on Rashad's shoulders of trying to win a match for them.

Doug Jeffrey: What is your number one concern about Rashad?

Tito Ortiz: You know, my number one concern about Rashad is, is he going to make it past the second round?

Doug Jeffrey: What does he present to you that you are most concerned about?

Tito Ortiz: You know his wrestling skills are OK. He thinks is boxing skills are great, which is awesome. I going to see – I'm just going to have to defend ((inaudible)) with him. And I'm just going to have to see if he's able to defend my take downs. So it's going to be a mixture of everything, man. I think that's why UFC is so exciting, because you never know what's going to happen. You know, somebody could get hit and knocked out, and someone can get punched out in the face and knocked out, and someone can get dumped on their head knocked out. So it's just one of those factors is, I'm going for blood, you know, the one who causes the most amount of damage in eth quickest amount of time usually has his hand up at the end of the match.

Doug Jeffrey: Good deal. Thank you.

Operator: We'll go next to Steve Sievert with Houston Chronicle.

Steve Sievert: Yes, is Nate Marquardt on the call?

Jennifer Wenk: Yes, he is.

Steve Sievert: Hey, Nate, I just wanted to get your feelings about this match up with Anderson Silva.

Obviously everyone knows he's a great striker. That's a section of your game that you've been working on. Do you feel that you have what it takes from a standup perspective to get in there with Anderson and mix it up?

Nate Marquardt: Definitely. You know, I really feel that I'm going to dominate this fight in every position, whether it's the standup, the clinch, takedowns, and on the ground. I feel very confident.

Operator: Anything further, Steve?

Steve Sievert: Not at this time, thanks.

Operator: We'll go next to Luz Pena with Moss Magazine.

Luz Pena: Hello. This question is for – my questions are for Tito. First off, Tito how does it feel to be honored by magazines like People En Espanol and Hispanic Magazine?

Tito Ortiz: Those are a very great honor. I was baffled by it. I was just like wow, they really into me as a fighter, and respect me as a fighter. You know, half of my heritage from my father's side being from Mexico City, it's very, very impressive and very – something I look forward to as – and recognize as that. And I take it as a blessing, I guess, you can say. So I really am glad that the Latino market is really embracing me as one of their fighters, and one of their stars. And I will continue in the UFC, you know, supporting the Mexican flag, when I do walk out, because half of my blood is doing Latino and I'm doing it for the raza.

Luz Pena: And why is important for you to do it for la raza, to come out with the Mexican flag?

Tito Ortiz: You know, I think I cover both bases with the American flag and the Mexican flag. I was born in Huntington Beach, California, but my father descends from Mexico City. My mother is from Hawaii, and I really do it for both, just to embrace. You know there's a warrior spirit in me that's willing to fight, the Mexican blood that runs through my blood is like the all of the others, you know. I may not be fluent in Spanish, but I still carry that flag as proud as any other Mexican would.

Luz Pena: And do see yourself as a role model to other Latino athletes?

Tito Ortiz: Of course, I see myself as a role model. I think a role model and more than anything as an inspiration. I mean when I was a kid growing up in Santa Ana, you know, in and out of gangs, living on the streets, living in motels, living in cars, with my parents when they were drug addicts. And I really am showing kids that when you do get older and you go to school and you get educated and go to college that you can achieve something in life. And I think being an inspiration is the most important thing.

I think a role model is taking too much for me to step forward just because I make mistakes like everybody else. And I think the biggest thing is being an inspiration and showing that, you know, Latinos can make a lot in life. And, you know, Oscar de la Hoya is one to show that. You know, George Lopez is another to show the same thing. We're living the American Dream and I'm not going to stop now.

Luz Pena: And what's your message to them?

Tito Ortiz: You know, my message to them is to never stop dreaming. And always willing to succeed in life, I think that's the biggest thing, no matter, what. And now matter how hard life gets is to continue to achieve, no matter what.

Luz Pena: Taken a step back now, what kind of memories do you have Bakersfield NCSUB?

Tito Ortiz: The memories out in Bakersfield, a whole time of the hardest training that I think I ever did when I was in college wrestling. And, you know, I think I took a fork in the road to do the professional fighting, and I think that was a big chance I took in life, and I'm glad I took that chance, because I look back now, and I learned a lot when I was at Cal State Bakersfield. I learned a lot of hard training and now, I kind of bring that same type of regimen into my training for fighting.

Luz Pena: And any favorite spots or hangouts in Bakersfield.

Tito Ortiz: Favorite spots or hangouts in Bakersfield.

Luz Pena: Favorite spots or hangouts in Bakersfield. Dave's Tacos.

Luz Pena: Dave's Tacos.

Tito Ortiz: Yes.

Luz Pena: OK. And any jobs, did you have any part time jobs?

Tito Ortiz: Actually, no. I was on full scholarship so I just had to show up to the wrestling practice, and show up to my classes, and that was it.

Luz Pena: OK. Thank you and good luck.

Tito Ortiz: Thank you.

Operator: We'll go now to Brock Dean.

Brock Dean: Yes, Dana White, I have a few questions here. We've been hearing a lot about the future of Pride FC, whether or not there's going to ((inaudible)). There was even a rumor there was supposed to be one in June in California. And I was wondering, straight from the horse's mouth, if you had to give me a percentage what are the shots of Pride fighting actually coming back.

Dana White: See, any time you ever hear a rumor, you know, there's always rumors out there. I always say exactly what's going on with this company and what we're doing. And I don't say, it's probably not happening.

And as far as Pride, yes, we need to get these guys some fights right now so we can figure this thing out. They went out of business for a reason because that company is a mess. And we're trying to figure it out and fix it. You know, we've got a lot going on right now, with the UFC and opening our offices over in the U.K. getting over into Europe next year, et cetera, et cetera, et cetera. So it's going to take us some time to figure this thing out. It's a lot more complicated and a lot more messed up than we thought it was.

So Pride is a very powerful brand. And, you know, I loved the Super Bowl thing, so I don't know. I honestly couldn't answer that question for you right now. Yes, we bought it with the intention of running it but it is a seriously messed up company so we're trying to figure it out.

Brock Dean: All right. And what are the – we heard the HBO deal is all but dead, well the sources from HBO were saying that. As far as TV is concerned, what's the current negotiations with Spike TV

or ESPN or even HBO, is there any future moves for the UFC to possibly leave Spike TV and go to a network that's more accessible to more homes?

Dana White: What did you say? You said you heard the HBO deal was dead?

Brock Dean: Yes, there were sources within HBO saying that the deal was dead.

Dana White: Really?

Brock Dean: Yes.

Dana White: You guys got some shitty sources man. The HBO (deal) – it's far from dead.

Brock Dean: All right.

Dana White: The HBO deal is far from dead. No, we never said we were doing a Pride event in California in June. And yes, we have a lot of television. Every year, one thing that I pride myself on is every year, we've taken this thing to another level. And this year, is no different. Wait until you see what we have – what we're working on right now. You know, the thing keeps- you know we keep breaking records and keep blowing people's minds, we're going to continue to. The things we're working on right now are going to rock the entire industry again.

Brock Dean: All right. And a final question, the winner of Tito Ortiz, Rashad Evans, are they going to have to fight the winner of the next (Chuck Lidell) fight? And on top of the is that (Quentin Jackson, Dan Henderson) fight a unification fight?

Dana White: No, what we're doing with that this is we're respecting both titles. You know, obviously, the UFC title, he's the UFC champion and we're respecting (Dan) as a product champion. He's going

to come in with his belt, and, you know, yes, I guess Quentin would walk away with his belt too, if he wins.

Brock Dean: All right.

Dana White: And vice versa.

Brock Dean: OK. And what about the winner of Ortiz Evans, would they face the winner of (Lidell) and if he happens to fight Silva, or whoever he fights, would they have to wait to fight him, to see who gets a shot next?

Dana White: I honestly don't know yet. I'll have to see how this whole thing pans out.

Tito Ortiz: That's a great idea, though. I love that question.

Dana White: What? The winner fights (Chuck Lidell) and then the winner of that fights...

Tito Ortiz: Sure. Hell yes. Dude, you guys are all mistaken.

Rashad Evans: Please don't make Tito have a nightmare right now. He'll hang up the phone, you say (Chuck).

Tito Ortiz: You guys are ...

Rashad Evans: He's going to hang up the phone if you say (Chuck's) name, again, please don't do that.

Tito Ortiz: You're mistaken partner.

Rashad Evans: He's going to have a nightmare. You'll have him in the fetal position. Crazy.

Tito Ortiz: We'll see who fetal position will be.

Brock Dean: All right, thank you very much, Dana.

Dana White: All right, thank you.

Operator: We'll go next to Roy Lang with the Times Shreveport.

Roy Lang: I've got a question for Dana and then Sean. Dana, you talked about going mainstream and you guys have had this incredible success, and you said it's just the tip of the iceberg. And you've done this all without really a relationship or a major relationship with a top five, or a top 10 corporation. I know (Michael Pine) was brought on to sort of oversea, this, but how important is it going to be to strike a relationship with a company like that.

Dana White: You mean as far as sponsorship goes?

Roy Lang: Correct.

Dana White: I'll tell you what, the beautiful thing about this business and the way that this has worked out for us, you know, when we bought this business, this industry was – the UFC was dead and mixed martial arts didn't really exist. And, you know, every since this thing has exploded, nobody held us get here.

Roy Lang: Right.

Dana White: You know we didn't have HBO paying us, you know, a shit load of money to put on fights.

We weren't getting the major sponsors to come in and cover our costs. We had to finance these thing all ourselves. You know, so through that, we've kind of learned how to do this thing without the help of anybody.

As far as the 18 to 34 year old male goes, we dominate that demo, we dominate it. The only thing that does more males 18 to 34 than us is the NFL, and the NFL is an absolute monster. But the difference between UFC and the NFL is, the UFC is truly a global sport. We can take this thing all of the world and people get it. People don't understand football in the U.K. or in any other country around the world.

So right now, you know, if a major sponsor wants to come in and nail that 18 to 34 year old demo, the UFC is the place to be. If they don't, at the end of the day I don't really need them to be honest with you. It would be nice. I wouldn't turn it away, but I'm not dying for one.

Tito Ortiz: ... they call Tito Ortiz, that's for sure.

Roy Lang: But I guess, it would speak even more to your success, I'm just throwing a name out there like a Budweiser, a Chevrolet or something like that. That is incredible success without having, you know, some of the major sponsors than an NFL or a major league baseball would have.

Dana White: Let me tell you this, major league baseball last Saturday night, it was (A. Rod) versus Barry Bonds, OK, that night was the NASCAR Busch series, and everything else on television. The Ultimate Fighter Finale destroyed everything no television including network television. We beat ABC, NBC, FOX, et cetera, et cetera. We beat the Yankees Giants game. We beat the NASCAR. And we didn't just beat them. We destroyed them with the male 18 to 34 year old demo. Think about that. Spike TV, the Ultimate Fighter on Spike TV destroyed NBC, ABC, FOX, and every other network that night no television.

Roy Lang: Right. Well thank you so much, as always, I appreciate your time. And then just a quick question for Sean, speaking of the ultimate fighter, you know, people around the country are getting to learn about these fighters. And then when they come into the UFC, you know, everybody knows their past because of this show. Will you – in training for your upcoming bout, I mean you're doing appearances, and you did a small, you know, you appeared at a show here in Monroe, Louisiana and then you did a clinic in Bogger City. I mean how much fun is it for you besides an appearance fee, or marketing yourself to get to know these fighters across the country.

Sean Sherk: You know, I like to get around. I like to travel. I like to meet all of these different people, and all of these different fighters, and the seminars are fun. And, you know, all of that stuff is a real good time. I mean ultimately, I like to watch the fighters come up on the smaller shows. It brings back a lot of memories, that's where I started. I mean I had – you know I've got 30 fights in smaller shows. So I've been to all of those venues. But then again, it's also nice to not have to worry about those – about having to fight on those shows anymore, too.

So yes, I guess that's it.

Roy Lang: Well I appreciate all of your guys' time, as usual. Thank you.

Operator: We'll go next to Robert Cheshire with MainFighting.com.

Robert Cheshire: Hi, just a couple of quick questions. Dana, when you first started to getting into Pride, you all said that you all were going to look at doing the Super Bowl type of show. As you're getting more and more into the WC, or showcasing them more, do you all plan on doing anything like that with the WC fighters?

Dana White: Well here's the thing that's happening with the WC, the WC what makes that different than the UFC, is they focus on the lighter weights. They have a lighter weight fighters in the WC. That's our goal is that company.

Robert Cheshire: OK. How about a couple questions for now Tito. If things go right and you continue to progress and get wins, I know in the past you haven't liked to find some of your good friends. If it gets to that, would you fight Rampage for the title?

Tito Ortiz: You know, I think that really comes to me and Rampage really talking about it. And, you know, I don't want to take any money out of his family's mouth and vice versa, and, you know, I don't really see it as a problem with it. You know, I know when Rampage first came to UFC, the first thing he said to Dana that me and Tito aren't going to be fighting and I took that heart too. But when we're getting paid a few million dollars to fight each other, you know, you never know. And it will just make it that much more of an exciting fight because we've been with each other for so long.

But I think it really comes down to me and Rampage really sitting down and talking to each other and making sure it makes sense to both of us.

Robert Cheshire: OK. Thank you. And final question is for Rashad, with your new nickname, Sugar, can you say how that came about? And then also where it's placed at in your name? Is it Sugar Rashad, Rashad Sugar?

Rashad Evans: It's Sugar Rashad. And (Mike) ((inaudible)) gave it to me. We were training and the way I was moving and sparring one day he was like man you know you kind of like look like Sugar Ray Robinson there today. And he just kept saying it, and kept saying it and it was kind of like – it kind of stuck. And he said that's what I'm going to call you is Sugar Rashad.

Robert Cheshire: OK. Thank you.

Rashad Evans: Yes.

Operator: We'll go next to Michael Chiappetta with NBCSports.com.

Michael Chiappetta: I've got a couple of questions for Nate. Nate, kind of like on this call, on the spotlight kind of seems to elude you, as you seem to get overshadowed for some reason, does that bother you, motivate you, or does it effect you at all in any way?

Nate Marquardt: No. To be honest. I kind of like it. You know, I really like being the underdog in the fight. And, you know, it definitely motivates it me. And besides, I'm sure that's going to change after this fight, so I'm not worried about it.

Michael Chiappetta: Now looking at Anderson Silva, what part of his game do you see openings in that you'd like to attack?

Nate Marquardt: You know, he's got, you know, weaknesses, pretty much in all areas, just like any fighter would. He's a very well rounded fighter. You know, he knocked out (Rich Franklin) who was considered one of the best strikers. He submitted (Travis Leuter), the black belt in jujitsu. And, you know, I've seen him other fights, not UFC fights but other fights that he's had where he's able to take the guys down and defend against take downs. And, you know, a lot of people talk about his (Leuter) fight where, you know, he was defending the takedowns. But I know he has some skills in that area too. But at the same time, I see weaknesses everywhere. And, you know, we've formulated a game plan specifically for that.

Michael Chiappetta: And what would it mean to you to be a champion?

Nate Marquardt: You know, it's been a dream of mine, kind of since I was 15 years old watching the first three UFC's, ((inaudible)), and, you know, it's going to mean a lot to me. It's, you know, like I said it's my dream.

Michael Chiappetta: OK, great. Thank you very much.

Nate Marquardt: Thanks.

Operator: We'll go to a follow up question from Elias Cepeda with Inside Fighting.

Elias Cepeda: Hello, Dana. This question is for you. Thanks for your time. I have a couple, actually. Does it pose problems for you as – in your promoting capacity when you have one of the main stars and organization that is, and the president, you, with Tito Ortiz appear to be so at odds with one another? I mean does that make things a little bit hard?

Dana White: No, not really. You know, it's one of those things where, you know, Tito and I don't ever see eye to eye, you know, and we've been fighting for a long time, I mean with each other. And, you know, but at the end of the day, it's business. And, you know, it's great for me having Tito around. It's great for Tito being around. So, you know, we deal with it.

Elias Cepeda: You don't think it effects your willingness to put them out in front as a spokesman for the company and promote him when you're having problems with him personally?

Dana White: No. It's business at the end of the day. And, you know, Tito is a good fighter. He comes in fights. He does his promotions. He does what he's supposed to do. Tito does his job and I do man. And it works for everybody. You know, I just had Neil on here telling me, you know, a little while ago, that why did I put Tito in so much of promotion? Tito is a star in the UFC. And, you know, at the end of they day it's business.

And Tito and I, when we're around each other, you know, we have our moments, but, you know, we tolerate each other.

Elias Cepeda: Also, Nevada ((inaudible)) Commission just had a workshop this week to take ideas for regulation changes. Are there any changes in the MMA regs that you would like to see, and possibly even suggested or planning to suggest?

Dana White: Yes, I'd say, you know, what it's going to be a while before that happens. Right now, we're still knocking down states. I want this – my goal is to have this sport regulated in every state in the country. I might never do an event in Idaho. But somebody is doing an event in Idaho and I want to make sure it's a regulated event. So until the unified rules are sanctioned in every state, I don't think you're going to see any regs getting changed any time soon.

Elias Cepeda: So you don't think it would be hard, like they would be more entrenched and people would be less likely to change them if they are still established. Do you think it would actually be easier to change him?

Dana White: I think once we show a long term safety record in this sport, yes, then maybe we can. I'm not saying we can or we can't. At the end of the day, if we can't, pretty exciting sport, still.

Elias Cepeda: So what are some of the things that excite you, in terms of, you know, if you could theoretically down the road, what are some of the things that would be exciting ...

Dana White: There aren't too many things that really excite me, like I'm like, oh god, we've got to have this added, and it would just be so exciting. The one thing that I think would change some fights is if knees we allowed to the head of a downed opponent. You know, it would change the game

for wrestlers and give, you know, and kind of even the playing field out for strikers. I don't think I every want to see soccer kicks or head stomps ever in the sport.

Elias Cepeda: That's cool. And real brief, I'm just wondering, any update as far as you are concerned, with the closest to holding events out in Chicago or Michigan, where they've just been taking some legislative action, Illinois or Michigan?

Dana White: Absolutely. As soon as you are able to do an event in those places, we'll be there.

Elias Cepeda: There's been events happening in Chicago, I mean what's been kind of the hold up? Do you want to make sure that it's sanctioned state wide?

Dana White: It's got to be sanctioned. The events that have been happening there haven't been legal. But I guarantee you those events that happened there if that was the UFC rolling into town, believe me there would be some problems.

Elias Cepeda: Probably so.

Dana White: That's what I'm talking about. All of these fly by night promoters can put on events wherever they want to, nobody gives a shit. You know, if we come into town, people are going to know about it.

Elias Cepeda: Thanks, Dana for your time.

Dana White: Thank you.

Operator: We'll go to another follow up question from Kevin Iole with Yahoo! Sports.

Kevin Iole: Hey, I'd like to ask Nate a question. Nate, you know, when they were asking before about, you know, testing and testing positive, you obviously are coming back from one. Do you feel like this will be salvation if you are able to – or redemption, I guess, would be a better word, if you are able to defeat Anderson and win given where you were a couple of years ago?

Nate Marquardt: Yes, definitely. But, you know, I feel that I've all ready done that. I've had four fights in the UFC, and I've won them all. And so, you know, I feel like I've all ready done that.

Kevin Iole: Do you feel, you know, like I know what the hearing that you said, you took an over the counter supplement, but do you feel like you're kind of looked at differently than some fighters, because you're the guy that was suspended for steroids. I mean is that something that kind of follows you and has it dogged you at all in any way?

Nate Marquardt: No. Because, you know, I think most of the people that followed that situation you know, saw the results that I tested negative a week later. And, you know, basically what happened was that the commission lifted the suspension when they found – you know, when we had the hearing, because they realized that I hadn't taken any steroids.

They – you know, I told the truth. I took an over the counter hormone inducing pill or whatever, and it was a mistake. I didn't understand, you know, about all of the testing and all of that. So that was the outcome that the suspension was lifted. There was no fines or anything.

Kevin Iole: Thanks, Nate. And I just have a question for Dana. Dana just following up all of your talks about you and your good friend Tito, you know, I guess he has what, two fights left in his contract. Is it your intention to resign him given the fact that his ratings, I know the (Shamrock) fight was – had such a big rating, and what not and he seems to be one of your big draws. I mean is it your intention to get a contract done? And how easily do you think you can do that, if so?

Dana White: Tito and I – when Tito came back into the UFC, Tito and I hated each other. I mean it made me sick to my stomach when he'd show up at shows and I had to look at him during an event. And Tito and I got a deal done then. Tito and I aren't on those type of terms anymore. And I'm sure we'll get a deal done again.

Kevin Iole: I mean do you feel like it's important to try to get it done, you know, before he's a total – you know, before the last fight of his contract, to have it done early, so that you don't have that possibility of other people being able to talk to him?

Dana White: I'm sure other people are talking to him right now. People have probably been talking to him since the last time I signed me. People are probably talking to every guy that's on the phone right now for this conference call, I guarantee it.

Kevin Iole: Well let's ask him that. Tito?

Dana White: I guarantee you. People are talking to every single guy on this conference call. It's part of the business. It's part of this world, and, you know, I don't worry about stuff like that. I'm confident that, you know, the guys – Kevin, I haven't lost a meaningful guy in six years.

Kevin Iole: Who did you lose six years ago?

Dana White: Who wants to go fight for (Gary Shaw's) goofy ass?

Kevin Iole: Who was the last guy you lost, Dana?

Dana White: (PJ Pennedy) sued me to come back.

Sean Sherk: Hey, Dana, this is Sherk. It's kind of hard to talk to other promoters when you keep buying them all.

Dana White: Exactly. If they get one of my guys I'll buy them.

Sean Sherk: Exactly.

Kevin Iole: There you go. Great, thank you guys.

Operator: We'll go next to Jose Roderiguez with Sun Media.

Jose Roderiguez: Hey, Tito, this is a question for Tito. Tito, do you think sometimes with the nappy headed ho and things like that that you might cross some lines? Hello?

Operator: It looks like Tito's disconnected.

Jose Roderiguez: OK. Well then a question for Dana. Dana, Neil Davidson has reported a while back that you folks are coming to Canada in the fall, which, you know, there's obviously excitement building here. Do you have a date? Do you have some people we might be able to see in those cards?

Dana White: I do. I do. And I can't tell you anything. We'll make an announcement soon.

Jose Roderiguez: Montreal?

Dana White: I don't know, maybe.

Jose Roderiguez: Next up, just a follow up question to Rashad, basically on the same lines as the Tito question. I hear you guys verbally jousting back and forth, and it's usually about your performance in the ring and things like that. Do you think Tito crosses the line, when he says things like nappy headed ho?

Rashad Evans: Yes, he does, man. I mean those comments are offensive. But, you know, I'm the type of person that I've got a thick skin, but I mean, you know, they are offensive. I mean even if you are saying it in a joking around manner, you know, a lot of people don't joke like that, you know.

Jose Roderiguez: And what does that do, I guess, to your mindset, is it motivating, is it infuriating, what does it do for you?

Rashad Evans: I mean it's just whatever. You know, I don't – like I said, I don't think – I just kind of smile and chuckle at it, and just say man this guy is, you know, kind of stupid, you know, he's a clown. But besides that's about all it does, you know.

I mean my uncle called me, and he was like boy, you better whoop that boy ass, you've got to whoop him for all of the years of slavery. I mean he was getting into it, and I was like all right, man. I mean it gets – it rubs people wrong, some people wrong. But I mean for me it's just like OK, he's still talking trash, so it doesn't really matter to me.

Jose Roderiguez: And what makes Tito not the fighter he once was in your eyes?

Rashad Evans: I mean he's just, you know, distracted in a lot of areas, you know what I mean. I think whenever you start reading your own press clippings I think that's the end of anybody. You know, whenever you start believing your own hype. You know, whenever you start speaking of yourself in the third person, you know, I mean that's kind of funny.

All of those things that he does. I mean, all of those extra things that he does, I think that can kind of make you lose site of the person you were, and lead to your downfall.

Jose Roderiguez: Great. Thank you very much.

Operator: We'll go next to Dave Meltzer with L.A. Times.

Dave Meltzer: Dana, how are you doing?

Dana White: Good, how are you?

Dave Meltzer: You don't want to know. But anyway, yes, I was just on the HBO deal, is the impasse basically that, you know, on who's going to be controlling the broadcast pretty much?

Dana White: No. To be honest with you, I'm not really fighting with them anymore about any of that stuff. I think the deal is coming along – I think the deal, we're right about there.

Dave Meltzer: And the – as far as like the, you know, switching who's running that. Did that even make a difference, was that an obstacle when a new person was put in charge of the network? Because it's kind of reported that that's where, you know, things snagged because obviously the, (Chris), I think it was.

Dana White: Yes, (Chris Albrick).

Dave Meltzer: Yes, he was the one who was really high on the deal in the first place.

Dana White: No, that's not true either. (Chris Albrick) got involved, actually, later on in the deal. (Chris) was a guy that I liked and I trusted. But no, that's not true either.

Dave Meltzer: OK. And, do you have any plans as far as like if (Lidell) and Silva are going to be able to fight on September 22? Or is that out of the question right now?

Dana White: Yes, that's out of the question.

Dave Meltzer: OK.

Dave Meltzer: Yes, any idea...

Dana White: And the funny thing about this is there's all of these rumors that (Shotgun Vandalay) are fighting, and they are going to fight in Anaheim in September and all of the crazy shit. I said at the press conference, after the fight, I said well now (Chuck) and (Vanaday) would make more sense, and off of that there's all of these rumors that (Chuck) is fighting (Vandalay).

Dave Meltzer: So it's not going to be (Chuck) and (Vandalay)? Or are just – are you working on that?

Dana White: I mean yes I'd love to see (Chuck) fight (Vandalay) but I've been saying that for five years.

Dave Meltzer: Is there any hold up in that one, right now?

Dana White: What's that?

Dave Meltzer: In (Chuck) and (Vandalay).

Dana White: Yes. That was never a fight that I announced that we were making. I said at the press conference, hey now (Chuck) and (Vandalay) makes more sense. You know, now the fight would

make sense. (Vandalay) had lost two in a row. (Chuck) was the champion forever. We tried to get them a prize blue, probably the biggest fight in MMA history.

Dave Meltzer: So – but – so as far as a date for (Chuck) or an opponent for (Chuck)...

Dana White: Yes, I'm looking at (Chuck). I don't have an opponent for (Chuck) yet, but we're talking about November.

Dave Meltzer: OK. So what would you be looking at as far as in Anaheim as a potential headliner?

Dana White: Somebody asked me that all ready, I said I didn't know yet.

Dave Meltzer: OK. I'm sorry. I was late.

Dana White: That's all right. Yes, I don't know yet. You know, I'm not sure.

Dave Meltzer: Yes. And as far as any – are there any new cities – I know you mentioned something about Canada, but are there any new cities, like in the States, that you're pretty much locked into like say a Philadelphia or Detroit?

Dana White: No. The next place we're going to go, you know, they just got passed, is Michigan and Chicago, those are the two places we're going to go next as far as new cities go.

Dave Meltzer: OK. All right. Thank you very much.

Dana White: Thanks, Dave. Hope your day gets better.

Dave Meltzer: OK.

Operator: We'll go next to Sam Caplan with CBS Sports Line.

Sam Caplan: Dana, I had a question about (Paul Ofelio). He's been rumored to be fighting in the WC in August. Was there any consideration to having him fight for the UFC instead?

Dana White: Yes, you know, obviously he's a great fighter, and, you know, we'd like to have him in the UFC, but the WC is going to get a lot of great fighters too. Wait until you hear some of the fighters that are heading over to the WC.

Sam Caplan: Can you talk about any of those guys?

Dana White: Of course not.

Sam Caplan: Thought I'd try.

Dana White: Sorry.

Sam Caplan: And, my next question is for Nate. Nate, you know, you mentioned you have four wins in the UFC, a lot of those wins haven't really been televised, though, and you really haven't gotten a big promotional push from the company. Do you feel slighted, in any way that, you know, your matches really haven't gotten much television attention?

Nate Marquardt: No. I'm like – like I said before, you know, I kind of like it, because I'm going into this more as an underdog and I'm really motivated. And, you know, I think the circumstances behind some of my fights not getting on TV were not UFC's fault, so I don't feel slighted, at all.

Sam Caplan: All right, thanks guys.

Nate Marquardt: Thanks.

Operator: We'll go next to Randy Gordon with Sirius Radio.

Randy Gordon: Dana, do you expect a packed crowd at the ARCO arena?

Dana White: Yes, I can't remember the last time we didn't have one.

Randy Gordon: Do you know how many seats the place holds?

Dana White: I think it's 12,000, I think I'm not positive though. All of the venues are blurry to me, man, we're doing like two fights a month.

Randy Gordon: You run from one to the other, right.

Dana White: Exactly.

Randy Gordon: OK. You know, it happens to be lunch time here in New York so I'm just going to wish all of you guys ((inaudible)) and everybody else good luck and this is just – we're loving it in New York.

Dana White: Thank you, man. Thank you for your support. We really appreciate it.

Randy Gordon: Well you're going to get a lot more of it now.

Dana White: Thank you.

Operator: We'll go next to Luz Pena with Moss Magazine.

Luz Pena: Dana to follow up on something you said, how does the Latino audience fit into the UFC viewer demographics?

Dana White: That's a no-brainer, I think. I think that, you know, the United States, Mexico, Canada and the U.K. they're all big fight fans. You know, obviously it's always been boxing, but they've never been exposed to this. And the reality is, is once you watch a UFC event, whether you go live, or you see it on TV, it's very, very hard to watch – it's got to be a damn good boxing match to be excited about it.

So it's a no-brainer. The Latinos – we haven't even – think about this, the Latino market is what has kept boxing alive, the past five or 10 years. And we're just really starting to hit that market now.

Luz Pena: Are there any steps you guys are now taking to attract that audience?

Dana White: Absolutely. We're doing a lot of stuff on – with Hispanic television networks we're talking right now. And the media, down in Mexico has been fantastic with us.

Luz Pena: OK. Thank you.

Dana White: Thank you.

Luz Pena: You're welcome.

Jennifer Wenk: Operator, if we could just ask for the last question, we've got to let these guys go so they can get back to their training.

Operator: OK. We'll take one final question from Jack Encarnacao.

Jack Encarnacao: Hi, Dana, another question for you. We're finding out today reporting off an interview with (Ken Shamrock) that he had one fight left on his UFC contract when it was terminated, can you confirm that?

Dana White: Yes, and I know (Ken's) flipping out. Going Dana thinks he's this, and Dana thinks he's that, and Dana is blah, blah, blah. Listen, (Ken Shamrock) has lost every fight except for one that he's had in the UFC, OK. This has nothing to do personally against (Ken). I like (Ken Shamrock). If I saw (Ken Shamrock) I'd say hello to him and see how his family is and everything else. You know, (Ken Shamrock) needs to think about retiring.

It's one of those things where I don't even know – I think it would – actually it would be stupid for me to say what I was going to say but I was going to say it probably would be hard for a commission to sanction (Ken) to fight, but (Ken) ((inaudible)) and what's his name (Ray Mercer) just fought, so I guess that's probably not true. But (Ken) has lost every fight he's had in the UFC except for one, since he's come back with us. And he's just not at that level anymore. He's not at the level of the UFC fighter.

Jack Encarnacao: Now, this kind of dovetails with (Ken), what did you think of (Frank Shamrock's) performance against (Phil Baroni)?

Dana White: He won the fight, you know, what I mean. He won the fight. I think that, you know, (Frank Shamrock) is going to fight a lot of guys that aren't top contenders, that's what you're going to see with (Frank Shamrock), but again, you're asking somebody who is very bias, because I can't stand that guy. He's an idiot.

Jack Encarnacao: Do you think there's money in (Ken) and (Frank) fighting?

Dana White: If there's money in (Kimbo Slice) and (Ray Mercer) fighting, there's probably money in anybody fighting.

Jack Encarnacao: You don't think there's especially big money in (Ken) and (Frank)?

Dana White: Not really, no. (Ken Shamrock) has lost every fight. He lost to Tito Ortiz three times. He lost to (Rich Franklin) who is a 185-pounder. You know, if you look back, I can't even remember, before we picked him up from Pride he had lost like six fights in a row in Pride. Yes, I don't know. Maybe there is. I don't know. It's not a UFC caliber fight.

Jack Encarnacao: Right. And he said that (Ken) was kind of intimidating that these people were thinking about putting him at this thing, never got an official offer, but backed up because they were afraid he might give ((inaudible)) a hard time?

Dana White: Yes, I'm terrific that (Ken Shamrock) is going to give somebody in the UFC a hard time. I never...

Jack Encarnacao: Is that sarcasm, Dana, can you confirm that was sarcasm?

Dana White: Absolute sarcasm.

Jack Encarnacao: OK.

Dana White: (Brisbane) is fighting (Matt Hamill). He's going to have a much tougher time with (Matt Hamill) than he is against (Ken Shamrock), you know. And listen, I don't want to get into this whole disrespectful thing with (Ken), because I like (Ken Shamrock), but if you're going to say

stupid things, I'm going to give the reply to him. I mean everything he's saying is completely retarded.

Jack Encarnacao: All right, thanks a lot.

Dana White: Thanks.

Operator: And now, I'll turn the call back over to our speakers for any additional or closing remarks.

Dana White: All right, guys. Thank you all very much for taking the time to tune into this call today. And I can't thank you enough for your support, I really appreciate it. And the fighters too, thanks for taking the time guys. Have a good day.

Nate Marquardt: Yes, thanks.

Rashad Evans: Yes, thanks.

Operator: That concludes our conference for today. Thank you all for your participation. Have a great day.

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