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For Immediate Release:

May 22, 2008

ULTIMATE FIGHTING CHAMPIONSHIP® ANNOUNCES WELTERWEIGHT CHAMPIONSHIP FIGHT

ST-PIERRE vs. FITCH



UFC 87: *SEEK AND DESTROY*

SATURDAY, AUGUST 9
LIVE FROM TARGET CENTER

Tickets on Sale Now

Las Vegas, NV (USA) -- The Ultimate Fighting Championship's initial trip to Minnesota on August 9th just got bigger with today's signing of the UFC® Welterweight Title bout between Champion Georges St-Pierre and number one contender Jon Fitch, which will headline the UFC 87: *SEEK AND DESTROY* card at Target Center.

It will be St-Pierre's first bout since he regained his crown from Matt Serra at UFC 83 on April 19th. In Fitch, he will be facing a former Division I wrestler who has won eight consecutive UFC bouts without a loss, the longest streak in modern-day UFC history.

"He's a very, very tough guy," said St-Pierre of Fitch. "I'm gonna have to train hard and be very well prepared because he may be my toughest fight yet."

"The whole goal is to get the belt and be in the position where guys can't duck me, run away, or say they don't want to fight me," said Fitch. "If I have the belt, there's no excuse, and if you say you're the best, then we're gonna fight. This is gonna be a tough fight, but I'm gonna make sure I'm sharp that night, and wherever the fight needs to go, that's fine with me."

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UFC 87 St-Pierre vs. Fitch...Page 2 of 3

In other action on the UFC 87 card, heavyweight sensation Brock Lesnar returns home for a pivotal bout in his rise up the UFC ranks. Lesnar was originally scheduled to face UFC Hall of Famer Mark Coleman on August 9th, but a knee injury has forced "The Hammer" to withdraw from the show. Lesnar's opponent will be announced shortly.

Tickets for UFC 87: *SEEK AND DESTROY* are on sale now priced at \$600, \$400, \$250, \$125, \$75 and \$50 and are available at Target Center's Box Office, all Ticketmaster outlets, online at ticketmaster.com or by calling 651.989.5151.

UFC 87: *SEEK AND DESTROY* is available live on pay-per-view at 10 p.m. EST/7 p.m. PST on iN DEMAND, DIRECTV, DISH Network, TVN, Bell ExpressVu, Shaw Communications and Viewer's Choice Canada for a suggested retail price of \$44.95 for standard definition or high-definition broadcasts (where available).

Lightweight contenders Kenny Florian and Roger Huerta will also throw down in a highly anticipated bout that may determine a future challenger for the 155-pound crown.

"Roger Huerta versus Kenny Florian has the potential to be one of the most action packed fights of the year, both have won Fight of the Night awards and they are known for delivering nonstop action," said Dana White, UFC President. "Kenny has established himself as one of the best in the world at 155 and he wants another shot at the title. Roger sports a 20-1 record and is undefeated in 6 UFC fights. That is an amazing accomplishment in one of MMA's most competitive divisions."

The remaining bouts for UFC 87 will be announced in the near future. All bouts are live and subject to change. For further information on the UFC visit ufc.com or uk.ufc.com or ufcespanol.com.

About The Ultimate Fighting Championship

The Ultimate Fighting Championship is the world's leading professional mixed martial arts organization and offers the premier series of MMA sports events. Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC produces over twelve live pay-per-view events annually that are distributed residentially through North American cable and satellite providers including iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell ExpressVU, Viewers Choice, SaskTel Max™ and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions in the U.S. and Canadastar in Canada. In addition to its North American distribution, UFC programming is distributed in over 100 countries and territories throughout the world. For more information, or current UFC fight news, visit ufc.com or uk.ufc.com or ufcespanol.com.

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For Immediate Release:

May 29, 2008

UFC® ANNOUNCES LESNAR vs. HERRING FOR UFC 87: *SEEK AND DESTROY*



**SATURDAY, AUGUST 9
LIVE FROM TARGET CENTER**

Tickets on Sale Now

Las Vegas, NV (USA) -- On Saturday, August 9th, heavyweight sensation Brock Lesnar returns to his home state of Minnesota to show his fans the explosive MMA game that has the entire fight world buzzing as he competes in a featured bout on the UFC 87: SEEK AND DESTROY card at Target Center.

But his opponent that night, Heath Herring, doesn't plan on making this a happy homecoming for the former NCAA wrestling champion, and with his resume, "The Texas Crazy Horse" has got the tools to determine whether Lesnar, the former WWE superstar, has got what it takes to compete at the UFC's elite level.

Herring (28-13, 1 no contest) replaces UFC hall of famer Mark Coleman, who was forced to withdraw from the UFC 87 bout due to a knee injury.

Some pundits believe that Herring may be an even more dangerous matchup for Lesnar (1-1), who followed up his debut win in mixed martial arts last June with an exciting battle against former UFC heavyweight champion Frank Mir at UFC 81 in February. In that fight, Lesnar – showing his stellar wrestling skills – took Mir to the canvas immediately and appeared to be moments away from victory before the jiu-jitsu wizard submitted the Minneapolis-St. Paul resident. Disappointed but not deterred, Lesnar went right back into the gym to prepare for August's bout, and he promises to be better than ever for his hometown fans.

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UFC 87 ... Page 2 of 2

Despite only being 30 years old, Herring is an 11-year veteran of the sport who has made the transition from PRIDE superstar in Japan to UFC heavyweight contender. A well-rounded battler who has been in with the best in the game, including Antonio Rodrigo Nogueira (three times), Mirko Cro Cop, Vitor Belfort, and Igor Vovchanchyn, Herring is coming off his biggest UFC win to date, a three round victory over Cheick Kongo in March, and he knows that a win over Lesnar will move him closer to a world title shot.

UFC 87 is headlined by the UFC Welterweight Championship bout between Georges St-Pierre and Jon Fitch, and the highly-anticipated lightweight showdown between Kenny Florian and Minnesota's own Roger Huerta.

Tickets for **UFC 87: SEEK AND DESTROY** are on sale now priced at \$600, \$400, \$250, \$125, \$75 and \$50 and are available at Target Center's Box Office, all Ticketmaster outlets, online at ticketmaster.com or by calling 651.989.5151.

UFC 87: SEEK AND DESTROY is available live on pay-per-view at 10 p.m. EST/7 p.m. PST on iN DEMAND, DIRECTV, DISH Network, TVN, Bell ExpressVu, Shaw Communications and Viewer's Choice Canada for a suggested retail price of \$44.95 for standard definition or high-definition broadcasts (where available).

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For Immediate Release:

May 18, 2008

**ULTIMATE FIGHTING CHAMPIONSHIP[®] ANNOUNCES FIRST
EVENT EVER IN MINNESOTA UFC 87: *SEEK AND DESTROY***

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KENNY FLORIAN vs. ROGER HUERTA

**SATURDAY, AUGUST 9
LIVE FROM TARGET CENTER**

Tickets Go On Sale Sunday, May 25 at 12Noon CT

Las Vegas, NV (USA) -- In what many are calling the best lightweight matchup of 2008, Kenny "KenFlo" Florian will square off against Roger "El Matador" Huerta in a battle that will move the winner one step closer to a 155-pound title shot. Huerta will take on Florian this summer when the Ultimate Fighting Championship presents **UFC 87: *SEEK AND DESTROY*** live from Target Center in Minneapolis Saturday, August 9, 2008.

"Roger Huerta versus Kenny Florian has the potential to be one of the most action packed fights of the year, both have won Fight of the Night awards and they are known for delivering nonstop action," said Dana White, UFC President. "Kenny has established himself as one of the best in the world at 155 and he wants another shot at the title. Roger sports a 20-1 record and is undefeated in 6 UFC fights. That is an amazing accomplishment in one of MMA's most competitive divisions."

Tickets for **UFC 87: *SEEK AND DESTROY*** will go on sale Sunday, May 25 at 12 Noon CT and will be priced at \$600, \$400, \$250, \$125, \$75 and \$50. Tickets for UFC 87 will be available at Target Center's Box Office, all Ticketmaster outlets, online at ticketmaster.com or by calling 651.989.5151.

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UFC 87 ... Page 2 of 3

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UFC 87: *SEEK AND DESTROY* is available live on pay-per-view at 10 p.m. EST/7 p.m. PST on iN DEMAND, DIRECTV, DISH Network, TVN, Bell ExpressVu, Shaw Communications and Viewer's Choice Canada for a suggested retail price of \$44.95 for standard definition or high-definition broadcasts (where available).

Kenny Florian (10-3) made his UFC debut on Season 1 of *The Ultimate Fighter*[®], advancing to the finals before losing to Diego Sanchez. Since then, Florian has dropped just one fight in the UFC, a classic five-round battle against Sean Sherk for the vacant UFC lightweight title in October 2006. Vying for a second title shot, Florian has proved himself worthy by racking up victories over the best fighters in the division, including Dokonjonosuke Mishima, Alvin Robinson, Din Thomas and most recently Joe Lauzon. Florian's plan is to move Huerta out of his way at UFC 87 and put himself right in line for another shot at the crown.

"I'm really excited to be fighting Roger Huerta; this is the fight I wanted because he's the other big lightweight in the UFC, and he is definitely at the top of the division," said Florian. "I've never fought a guy in his hometown, so this is going to be different for me, but no matter where we fight it's going to be a back and forth non-stop war. We are both aggressive and Huerta is always in great shape; he's one of those guys who just hangs in there, so when you have the chance, you have to finish him, and that's what I'm gonna do."

Hailing from Minneapolis, MN, Huerta (21-1-1) made his UFC debut in September 2006 at UFC 63, where he scored a unanimous decision victory against Jason Dent. The 25 year-old has since tallied five straight wins in the Octagon™ against lightweight contenders John Halverson, Leonard Garcia, Doug Evans, Alberto Crane and Clay Guida, running his perfect record in the UFC to 6-0. The first fighter ever to fight five times in one year, Huerta is on a vision quest to become the UFC lightweight champion, and he will let no one, including Florian, stand in his way.

"This is going to be a really great fight, it will distinguish who will be the number one contender," said Huerta. "I'm looking forward to fighting Florian, he is a technical fighter and comes in with a great game plan, but I have a game plan too, so I think this is going to be a chess match, one where we both use all our MMA skills to stay in there. I'm really excited to fight in Minneapolis, the support I get here is amazing, this city has adopted me, this is where I train for all of my fights, and I can't wait to bring it a win in August."

The remaining bouts for UFC 87 will be announced in the near future. All bouts are live and subject to change. For further information on the UFC visit ufc.com or uk.ufc.com or ufcespanol.com.

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For Immediate Release:
July 29, 2008



ULTIMATE FIGHTING CHAMPIONSHIP® ANNOUNCES REMAINING BOUITS FOR UFC 87: *SEEK AND DESTROY*



ROBERT EMERSON vs. MANVEL GAMBURYAN
DEMIAN MAIA vs. JASON MACDONALD
TAMDEN MCCRORY vs. LUKE CUMMO
DAN EVENSEN vs. CHEICK KONGO
JON JONES vs. ANDRE GUSMAO
STEVE BRUNO vs. CHRIS WILSON
RYAN THOMAS vs. BEN SAUNDERS

SATURDAY, AUGUST 9, 2008

LIVE FROM THE TARGET CENTER IN MINNEAPOLIS, MINNESOTA

Las Vegas, NV (USA) – The Ultimate Fighting Championship® (UFC®) organization today announced the remaining fights for the upcoming **UFC 87: *SEEK AND DESTROY*** card, which features the UFC® Welterweight Title bout between Champion Georges St-Pierre and number one contender Jon Fitch, Live from Target Center in Minneapolis, Minnesota.

Just confirmed for the UFC 87 main card and undercard are exciting matchups between Robert Emerson vs. Manvel Gamburyan; Demian Maia vs. Jason MacDonald; Tamden McCrory vs. Luke Cummo; Dan Evensen vs. Cheick Kongo; Jon Jones vs. Andre Gusmao; Steve Bruno vs. Chris Wilson; and Ben Saunders vs. Ryan Thomas.

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Robert Emerson (9-6, 1 NC) 5'9"/155 lbs., fighting out of Irvine, Calif. is known for being a hard hitting striker. A pro since 2002, who made his debut against former UFC lightweight champion Jens Pulver, Emerson undoubtedly paid his dues in mixed martial arts, not only with that bout, but by squaring off against the likes of Melvin Guillard, Javier Vasquez, and Dokonjonosuke Mishima in his formative years as a fighter. In 2007, he burst on the world scene with his stint on season five of *The Ultimate Fighter*®. Emerson engaged in an exciting battle with Gray Maynard in the season finale before the bout was ruled a no contest. Following his big win in February over Keita Nakamura, Emerson returns to face Manvel Gamburyan (10-3). What started as a dream run to the finals of *The Ultimate Fighter*'s fifth season for Gamburyan soon turned into a nightmare when a severe shoulder injury forced him to submit in the second round of his final bout against Nate Diaz. It was a disappointing finish for the 5'5"/155 lb. sparkplug, who thrilled fans with his aggressive style and charisma and let opponents know that size didn't matter. Living up to his nickname of "Pitbull" after the injury, Gamburyan healed up, got back in the gym, and scored big wins over Nate Mohr and Jeff Cox in successive bouts. Now he just wants to fight as often as possible and he gets his chance once again as he takes on Emerson.

Jason "The Athlete" MacDonald (21-9) 6'3"/185 lbs., fighting out of Edmonton, Alberta, Canada, took close to seven years to get to the UFC. Once he got here with a first round win over Ed Herman in October of 2006, he made it clear that he was not going to be leaving anytime soon. Since then, "The Athlete" has won three of five fights in the Octagon™, defeating Chris Leben, Rory Singer, and old nemesis Joe Doerksen. He will be pushed to the limit once again by Jiu-Jitsu master Demian Maia, and MacDonald promises fireworks. But when a world-class grappler enters the MMA world, there is always a little skepticism. Sao Paulo, Brazil's Maia (8-0) 6'0"/185 lb., winner of a seemingly endless array of grappling tournaments, including the world championships, Abu Dhabi, and Pan Ams, may be the exception to the rule. He is without question one of the premier Brazilian Jiu-Jitsu practitioners in the world today, even owning a grappling win over UFC heavyweight contender Gabriel Gonzaga. From the first time he put the gloves on in pro mixed martial arts, Maia has continued to impress. His transition to the pro game being smooth enough to garner him eight victories without a loss, with only one fight going the three round distance. Last October, he made his UFC debut with a first round submission win over Ryan Jensen, and in April he was even more impressive in submitting Ed Herman. Now Maia will go to battle with MacDonald.

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Luke "The Silent Assassin" Cummo (9-5) 6'0"/170 lbs., fighting out of Long Island, NY first entered the consciousness of fight fans during the second season of The Ultimate Fighter series. The consensus was that this 28-year-old wasn't your typical fighter. Despite his quirky behavior outside the Octagon, once Cummo stepped inside of it, it was clear that with his crisp standup game and knockout power, he was a fighter to be reckoned with. Since losing a close decision to Joe Stevenson in The Ultimate Fighter Season 2 finale in 2005, Cummo, a protégé of former welterweight champion Matt Serra, has continued to put on exciting fights. He pounded out a decision win over Jason Von Flue, and scored knockouts over Josh Haynes and Edilberto Crocota, all the while accelerating his development as a complete mixed martial artist. "The Silent Assassin" looks to get back in the win column after a hard fought decision loss to Luigi Fioravanti in March when he takes on fellow New Yorker Tamdan "The Barn Cat" McCrory (10-1). Cortland, New York's McCrory may not look like your stereotypical fighter, but when the bell rings, all bets are off as the 6'4"/170 lb. banger immediately garners respect from his opponents for his size, power, and underrated ground game. Winner of his first UFC fight by submission over Pete Spratt in June of 2007, the 20-year old "Barn Cat" may have fallen short in an exciting bout against former PRIDE star Akihiro Gono last November. He plans on rebounding in style against Luke Cummo.

Cheick Kongo (21-4-1) 6'4"/240 lbs., fighting out of Paris, France was relatively unknown when he made his UFC debut in July of 2006 against Gilbert Aldana. He answered that question quickly and emphatically as he halted his rugged foe in a little over four minutes of the first round. Not everyone was sold on the dynamic striker, so Kongo jumped back in the Octagon a month later to defeat Christian Wellisch. After a temporary setback against Carmelo Marrero, he impressively defeated Assuerio Silva and PRIDE superstar Mirko Cro Cop in successive bouts. Even though he fell short via split decision against Heath Herring in March, he knows that if he gets by Dan Evensen, he will move one step closer to challenging for the title he has longed for since he began training. Dan "The Viking" Evensen (10-2-0) 6'5"/260 lbs., fighting out of Norway, is an imposing new force in the heavyweight division. Norway native Evensen won't be looking for takedowns against Kongo, instead he's searching for the knockout, something that has come naturally to him since his pro debut in 2002. Since his first fight, six of his ten wins have come by TKO or KO. With a four fight winning streak under his belt, he's right on time to make his first trip to the UFC Octagon.

Andre Gusmao (5-0) 6'2"/205 lbs., fighting out of Goiania, Brazil is a former law student. This highly-touted light heavyweight prospect has incorporated a unique mix of Brazilian Jiu-Jitsu and Capoeira into his fight game. The results have been perfect so far for the Brazilian who has put together an undefeated record that includes two knockout wins over always tough Mike Ciesnolevicz and only one decision victory. The 31-year old Gusmao, a protégé of Renzo Gracie, puts that unbeaten slate on the line against Jon Jones (6-0) 6'4"/205 lbs. A newcomer to the UFC Jones is a member of the Northeast-based Team BombSquad. At just 20 years old, Jones was a stand-out high school wrestler and state champion. He also recently won a national JUCO championship at Iowa Central Community College before applying his trade to MMA. Despite his strong base in wrestling, though, Jones has finished five of his six victories via knockout (with one submission win). He will now face the toughest test of his young career in Gusmao.

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Chris “The Professor” Wilson (12-4, 1 NC) 6’1”/170 lbs., is a well rounded battler from Portland, Ore. Wilson made his UFC debut in March after four years of building a reputation as one of the most talented welterweights in the game today. After his spirited effort in losing a hard-fought three round decision to top welterweight contender Jon Fitch, “The Professor” has staked his claim as a legitimate contender in the Octagon. Owner of victories over UFC veterans Brandon Melendez, Jay Hieron, Rory Markham and Derrick Noble, the confident Wilson is back to square off against newcomer Steve Bruno. A retired Naval air crewman, Brooklyn’s Bruno 5’10”/170 lbs., relocated to Florida to train. The results for the talented 26-year old have been evident as he has compiled a 12-3 record that includes four straight wins that have all come by TKO, KO, or submission. For this jiu-jitsu fighter with the knockout punch, his previous success doesn’t mean a thing until he makes his mark in the Octagon. Now, American Top Team’s Bruno gets a tough assignment for his first UFC bout, as he takes on welterweight contender Wilson.

Ben “Killa B” Saunders (5-0-2) 6’3”/170 lbs., fighting out of Orlando, Fla., is unbeaten in seven pro fights. The 25-year old Saunders established himself as a fighter to watch with his stint on season six of The Ultimate Fighter. More importantly, he showed the heart of a champion by rising from a first round knockdown to beat Dan Barrera in their memorable war on the show. Saunders wouldn’t be able to move on with his promising career until he settled all his business with Barrera, something “Killa B” did with a dominating three round unanimous decision win over his rival at The Ultimate Fighter 6 finale last December. Even though he didn’t get the finish he wanted, Saunders did earn another shot to get into the UFC Octagon, this time against newcomer Ryan “The Tank Engine” Thomas (9-1). Fighting out of Danville, Ill., Thomas 6’0”/170 lbs. is a division I wrestler from Eastern Illinois University and is well versed in jui jitsu. “The Tank Engine” is looking to push the pace against Saunders and come out with a win in his UFC debut.

For more information about **UFC 87, UFC 88, UFC Fight Night, UFC 89, UFC 90** or any upcoming UFC event, visit www.ufc.com or uk.ufc.com. All bouts are live and subject to change.

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UFC® PRESIDENT DANA WHITE

Dana White was named president of the Ultimate Fighting Championship® (UFC®) in January 15, 2001, when Zuffa, LLC acquired its assets. In this top management position, he directs all operations including event planning, marketing, broadcast production, fight-card selections, finances and legal operations.

With a strong business acumen and keen knowledge of mixed martial arts, White has achieved unprecedented successes for the UFC within its first six years of new ownership. In 2000, the UFC received official sanctioning by the state athletic commission in New Jersey, followed by the Nevada State Athletic Commission and the Mohegan Sun athletic commission in Connecticut in 2001. Later that year, the UFC returned to pay-per-view cable television in the U.S. after a three-year absence.

On Sept. 8, 2007 UFC staged its fifth European event at the Metro Radio Arena in New Castle, England to a very strong live and television audience reception. In early 2006, the UFC received official sanctioning from the state of California. To date, UFC fights have taken place in California, Connecticut, Florida, Louisiana, Nevada, New Jersey, Ohio, Texas as well as London, Manchester, Belfast and New Castle in the United Kingdom and Montreal, Quebec, Canada.

The UFC's popularity reached new heights when the first season of the hit reality series *The Ultimate Fighter*® delivered record ratings for the Spike TV cable network. As a result, UFC and Spike TV have secured a multi-year strategic partnership through 2008 to present additional seasons of *The Ultimate Fighter*, as well as ten live *UFC® Fight Night*™ events and 26 taped programs of *UFC: Unleashed*™. Under White's leadership, the UFC brand has become the world's leading professional mixed martial arts organization.

It offers a premier series of MMA events including over twelve live pay-per-view events annually that are distributed residentially through North American cable and satellite providers iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell ExpressVU, Viewers Choice, SaskTel Max™ and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions.

In 1992, he formed Dana White Enterprises, a sports management company that operates three private training facilities in Las Vegas. With his diverse management experience and proficiency in mixed martial arts promotion, White is leading the UFC into becoming one of the most recognized sports brands and media companies in the world.

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HISTORY OF THE ULTIMATE FIGHTING CHAMPIONSHIP®

Started in 1993, the Ultimate Fighting Championship® (UFC®) brand is in its fifteenth year of operation as a professional mixed martial arts organization offering the premier series of MMA sports events.

The UFC organization follows a rich history and tradition of competitive MMA dating back to the Olympic Games in Athens. About 80 years ago, a Brazilian form of MMA known as Vale Tudo (anything goes) sparked local interest in the sport.

Then, the UFC organization brought MMA to the United States. The goal was to find “the Ultimate Fighting Champion” with a concept to have a tournament of the best athletes skilled in the various disciplines of all martial arts, including karate, jiu-jitsu, boxing, kickboxing, grappling, wrestling, sumo and other combat sports. The winner of the tournament would be crowned the champion.

Once the UFC brand was launched, MMA popularity surged in Brazil, followed by immense interest in Japan where these bouts became major events.

In January 2001, under the new ownership of Zuffa, LLC, the UFC brand completely restructured MMA into a highly organized and controlled combat sport. As a result, UFC now produces over twelve live pay-per-view events annually that are distributed residually through North American cable and satellite providers including iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell ExpressVU, Viewers Choice, SaskTel Max™ and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions.

Response to the UFC brand of MMA has been tremendous, resulting in a growing fan base that has grown exponentially through the years.

Recently, a UFC event in Montreal, Quebec, Canada attracted more than 21,000 people—the largest paid audience in North America to witness a mixed martial arts event. UFC popularity continues to reach new heights as the seventh season of the hit reality series *The Ultimate Fighter*® delivered top ratings in male 18-34 and 18-34 demographics for the Spike TV cable network.

The UFC organization and Spike TV also extended its strategic partnership through 2011 to present Seasons 9 through 12 of *The Ultimate Fighter*®, 12 live fight cards, UFC® Fight Nights™, two seasons of a new, weekly live fight series and 39 one-hour episodes of UFC® *Unleashed*™.

The UFC organization is regulated and recognized by the world’s most prestigious sports regulatory bodies including the, California, Florida, Nevada, New Jersey, Ohio, and Pennsylvania State Athletic Commissions. The UFC organization strives for the highest levels of safety and quality in all aspects of the sport.

Under the strong leadership of owners Lorenzo and Frank Fertitta III and Dana White, the UFC brand continues to thrive across a spectrum of live event sports, television production and ancillary business development.

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OFFICIAL MIXED MARTIAL ARTS UNIFIED RULES

WEIGHT CLASSES

Lightweight – 145 to 155 pounds
Welterweight 155 to 170 pounds
Middleweight – 170 to 185 pounds
Light Heavyweight 185 to 205 pounds
Heavyweight – 205 to 265 pounds

BOUT DURATION

Championship Bouts – five rounds
Regular bouts – three rounds
Round length – five minutes
One minute rest between rounds

WAYS TO WIN

Knockout
Submission
 - Physical or verbal tapout
Referee Stoppage
Unanimous decision
Decision
 - Majority, Split or Unanimous
Disqualification
Draw
 - Unanimous, Majority or Split
Forfeit.
No contest.

RESTART ROUND

Referee may restart the round
if the fighters reach a stalemate
and do not work to improve position or finish.

JUDGING

Three judges score each contest
Each round is scored using a ten-point must system
The round winner receives ten points; his opponent receives nine or less.
Points may be deducted for fouls.

(more)

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UFC Official Rules...Page 2 of 2

FOULS

Butting with the head.

Eye gouging of any kind.

Biting.

Hair pulling.

Fish hooking.

Groin attacks of any kind.

Putting a finger into any orifice or into any cut or laceration on an opponent.

Small joint manipulation.

Striking to the spine or the back of the head.

Striking downward using the point of the elbow.

Throat strikes of any kind, including, without limitation, grabbing the trachea.

Clawing, pinching or twisting the flesh.

Grabbing the clavicle.

Kicking the head of a grounded opponent.

Kneeing the head of a grounded opponent.

Stomping a grounded opponent.

Kicking to the kidney with the heel.

Spiking an opponent to the canvas on his head or neck.

Throwing an opponent out of the ring or fenced area.

Holding the shorts or gloves of an opponent.

Spitting at an opponent.

Engaging in an unsportsmanlike conduct that causes an injury to an opponent.

Holding the ropes or the fence.

Using abusive language in the ring or fenced area.

Attacking an opponent on or during the break.

Attacking an opponent who is under the care of the referee.

Attacking an opponent after the bell has sounded the end of the period of unarmed combat.

Flagrantly disregarding the instructions of the referee.

Timidity, including, without limitation, avoiding contact with an opponent, intentionally or consistently dropping the mouthpiece or faking an injury.

Interference by the corner.

Throwing in the towel during competition.

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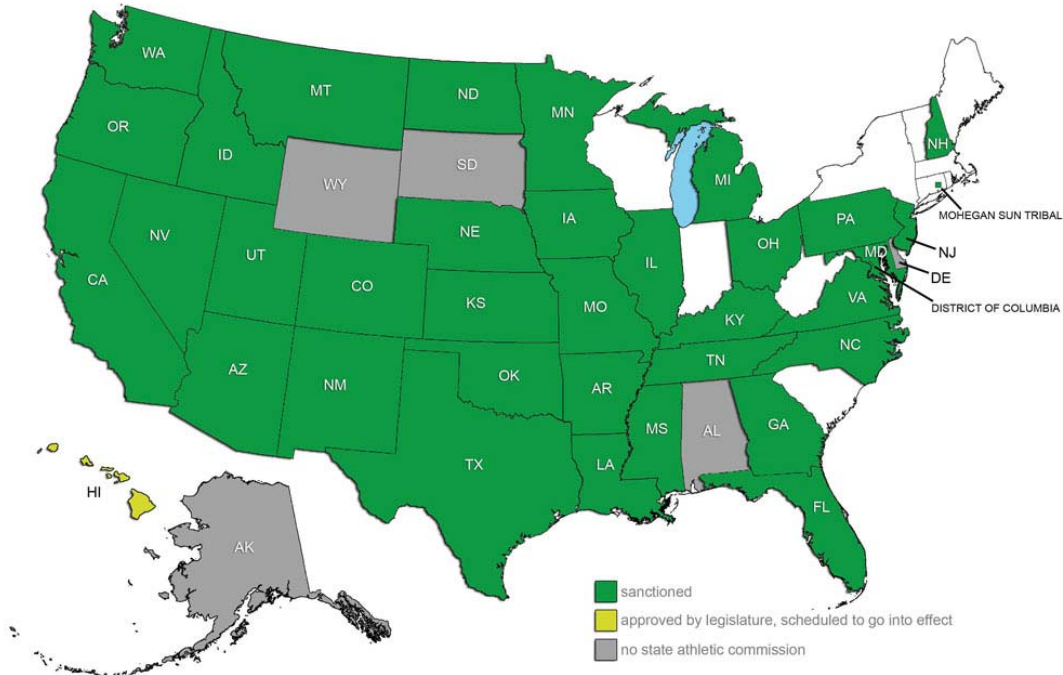
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MIXED MARTIAL ARTS REGULATION IN THE U.S.



* STATES THAT APPROVED MMA IN 2007

1. ARIZONA
2. ARKANSAS*
3. CALIFORNIA
4. COLORADO
5. FLORIDA
6. GEORGIA
7. HAWAII*
8. IDAHO
9. ILLINOIS*
10. IOWA
11. KANSAS
12. KENTUCKY*
13. LOUISIANA
14. MARYLAND
15. MICHIGAN
16. MINNESOTA*
17. MISSISSIPPI
18. MISSOURI*
19. MONTANA*
20. NEBRASKA*
21. NEVADA
22. NEW HAMPSHIRE
23. NEW JERSEY
24. NEW MEXICO
25. NORTH CAROLINA*
26. NORTH DAKOTA*
27. OHIO
28. OKLAHOMA
29. OREGON
30. PENNSYLVANIA*
31. TENNESSEE
32. TEXAS
33. UTAH
34. VIRGINIA*
35. WASHINGTON

ALSO: DISTRICT OF COLUMBIA AND MOHEGAN SUN

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

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THE OCTAGON[™]



The octagonal competition mat and cage design are registered trademarks and/or trade dress of Zuffa, LLC and are symbolic of the highest quality mixed martial arts events brought to you under the Ultimate Fighting Championship[®] (UFC[®]) brand name. In 1993, UFC events were the first to feature an eight-sided competition configuration which has become known worldwide as the UFC Octagon[™].

The UFC Octagon is unique from any other fighting arena because the octagonal shape and structure have become inherently associated with Zuffa and the UFC brand name among mixed martial arts consumers, other mixed martial arts organizations and the national media. The UFC Octagon is regularly featured on UFC Pay-per-view events, Ultimate Fight Night[™] and The Ultimate Fighter[®] reality TV series. The UFC Octagon creates a neutral arena to showcase the skills of UFC mixed martial arts athletes. The UFC organization has established a reputation for providing the maximum safety to the fighters with state athletic commission-approved ring structures, canvas, and all safety padding and fences. Zuffa makes major investments to ensure the safety of competitors in the UFC Octagon – as a result, when people see the Octagon they associate it with the reputation and quality delivered only by Zuffa at UFC events.

Octagon Details:

Exterior: 38 Feet in Diameter

Interior: (Fighting space) 30 Feet Across

Fencing: 4 Feet High

Walkway: 4 Feet Wide; 4 feet High

Entrance Gates: Two on Opposite Sides of Octagon, Each 3 Feet Wide, 5 Feet High

Height from Ground to Canvas – 4 Feet

Height from Canvas to Top of Fence: 5 Feet, 9 Inches

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

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UFC® BY THE NUMBERS

UFC® Pay-Per-View 2008

- UFC 86: *JACKSON vs. GRIFFIN*, which took place Saturday, July 5 at Mandalay Bay Events Center in Las Vegas, featuring the championship fight between Rampage Jackson and Forrest Griffin was attended by a sellout crowd of over 11,000 and grossed a gate of over \$4.2 million
- UFC 85: *BEDLAM*, which took place Saturday, June 7 at O2 Arena in London, featuring the welterweight matchup between Matt Hughes and Thiago Alves, was attended by over 14,900 people and grossed a gate of over £1.5 (Approx \$3 million)
- UFC 84: *ILL WILL*, which took place Saturday, May 24 at Las Vegas at MGM Grand Garden Arena and featured the lightweight championship fight between BJ Penn and Sean Sherk was attended by a sellout crowd of over 14,700 people and grossed a gate of over \$4.4 million.
- UFC 83: *SERRA vs. ST-PIERRE 2*, which took place Saturday, April 19 at Bell Centre in Montreal, Quebec, Canada, and featured the championship rematch between Matt Serra and Georges St-Pierre, was attended by a sellout crowd of over 21,000 people and grossed a gate of \$5,016,130 (Canadian).
- UFC 82: *PRIDE OF A CHAMPION*, which took place Saturday, March 1 in Columbus, Ohio at Nationwide Arena and featured the UFC and PRIDE® unification middleweight title fight was attended by over 15,300 people and grossed a gate of over \$2.2 million.
- UFC 81: *BREAKING POINT*, which took place Saturday, Feb. 2 at Mandalay Bay Events Center and featured the debut of Brock Lesnar and the heavyweight championship fight Nogueira vs. Sylvia was attended by over 10,700 people and grossed a gate of over \$2.4 million.
- UFC 80: *RAPID FIRE* which took place Saturday, Jan. 19 at Metro Radio Arena in New Castle, England was attended by over 9,000 people (sell-out) and grossed a gate of over \$1.25 million, the largest gate in the history of Metro Radio Arena.

UFC® Pay-Per-View 2007

- UFC 79: *NEMESIS* which took place Saturday, Dec. 29 at Mandalay Bay in Las Vegas was attended by over 11,000 people (sell-out) and grossed a gate of over \$4.9 million, the second largest gate in MMA history, and the largest gate in 2007.
- UFC 78: *VALIDATION* which took place Saturday, Nov. 17 at Prudential Center in Newark, New Jersey was attended by over 14,000 people and grossed a gate of over \$2.1 million, setting a new gate record for Prudential Center.
- UFC 77: *HOSTILE TERRITORY*, which took place Saturday, Oct. 20 at U.S. Bank Arena in Cincinnati, Ohio was sold-out event attended by over 16,000 people and grossed a gate of over \$2.5 million, setting a new gate for U.S. Bank Arena.

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- UFC 76: *KNOCKOUT* which took place Saturday, Sept. 22 at Honda Center in Anaheim, Calif. was attended by over 16,000 people and grossed a gate of over \$2.5 million.
- UFC 75: *CHAMPION vs. CHAMPION*, which took place Saturday, Sept. 8, 2007 at O2 Arena in London, England was attended by 16,000 people (sellout crowd) and grossed a gate of over £1,356,859.50 (Approx. \$2.6 million). The fight was the most watched UFC event ever, garnering 4.7 million viewers on Spike TV. The fight card drew more Men 18-34 and Men 18-49 than anything else on television, broadcast or cable on September 8, including heavy sports competition from college football on ABC and ESPN, NASCAR on ABC, and the U.S. Open Women's Final on CBS.
- UFC 74: *RESPECT*, which took place Saturday, August 25, 2007 at Mandalay Bay Events Center in Las Vegas, Nev. was attended by over 11,100 people (sellout crowd) and grossed a gate of over \$4 million.
- UFC 73: *STACKED*, which took place Saturday, July 7, 2007 at ARCO Arena in Sacramento, Calif. was attended by over 14,300 people and grossed a gate of over \$1.5 million.
- UFC 72: *VICTORY*, which took place Saturday, June 16 at the Odyssey Arena in Belfast, Northern Ireland was attended by over 7,200 people and set a new record as the largest gate ever at over \$1.1 million. UFC 72 also broke the Odyssey Arena's all-time merchandise record.
- UFC 71: *LIDDELL vs. JACKSON*, which took place Saturday, May 26 at MGM Grand Garden Arena in Las Vegas was attended by over 14,700 people and grossed a gate of more \$4.3 million.
- UFC 70: *NATIONS COLLIDE*, which took place Saturday, April 21, 2007 at MEN Arena in Manchester, was attended by over 14,500 people and grossed a gate of more than £1.3 million. It set the record for the third largest gate in MEN history, and also broke the all-time merchandise record for the arena. UFC 70, which aired on Spike TV in the United States, was the fifth highest rated cable sports program for the week of April 16, 2007.
- UFC 69: *SHOOTOUT*, which took place at Toyota Center April 7, 2007 in Houston was attended by over 15,000 people (sellout) and grossed a gate of more than \$2.8 million. It set the record for the largest gate in Toyota Center history.
- UFC 68: *THE UPRISING*, which took place March 3, 2007 at Nationwide Arena in Columbus, was attended by over 19,000 people and grossed a gate of more than \$3 million (sellout). It was the largest gate in Nationwide Arena history and it also set the record for the highest North American attendance figure for a mixed martial arts event ever.
- UFC 67: *ALL OR NOTHING*, which took place at Mandalay Bay Events Center in Las Vegas, was attended by more than 10,800 people and grossed a gate of \$2.7 million.

UFC® Pay-Per-View 2006

- UFC 66: *Liddell vs. Ortiz 2*, which took place at a sold-out MGM Grand Garden Arena, was attended by 14,607 and grossed a gate of \$5.4 million, which was the largest MMA gate in the history of the state of Nevada.
- UFC 65: *Bad Intentions*, which took place at ARCO Arena Saturday, Nov. 18, 2006 was attended by over 15,300 people with a gate of \$2.7 million.

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- UFC 64: *Unstoppable*, which took place at the Mandalay Bay Events Center Saturday, Oct. 14, 2006 was attended by 10,863 people with a gate of \$2.3 million.
- UFC 63: Hughes vs. Penn, which took place at the Arrowhead Pond of Anaheim Saturday, Sept. 23, 2006 was attended by 13,680 people with a gate of \$1.8 million.
- UFC 62: *Liddell vs. Sobral*, which took place at Mandalay Bay Events Center Saturday, Aug. 26, 2006 was attended by 10,419 people with a gate of \$3 million.
- UFC 61: *Bitter Rivals* which took place at Mandalay Bay Events Center July 8, 2006 had 11,297 in attendance with a gate of \$3.3 million.
- UFC 60: *Hughes vs. Gracie* which took place at STAPLES Center May 27, 2006, had more than 14,300 in attendance with gate revenue of nearly \$3 million. This was the UFC's first event in Los Angeles.
- UFC 59: *Reality Check*, held at the Arrowhead Pond of Anaheim was the UFC's fastest sell-out in history, packing the arena with more than 17,100 people. The event broke the UFC's attendance record and was the first UFC event ever to take place in the state of California.

UFC® Fight Night™

- **UFC® Fight Night™ (4/2/08)**
"UFC Fight Night," 4/2/08 peaked with 1.8 million viewers for the main event featuring an exciting dual in the Octagon™ featuring lightweight contenders Kenny Florian and Joe Lauzon. The three-hour fight card averaged 1.3 million viewers, easily knocking competition from ESPN which featured a NBA telecast of the Celtics vs. Pacers (1,010,000 viewers).
- In addition, the 443,000 men 18-34 who tuned to Spike's "UFC Fight Night" 4/2/08 trumped ESPN's and ESPN's MLB Opening Day coverage two days earlier. (ESPN2 had 3 games on Monday – averaging 176,000 Men 18-34. ESPN had one game on Monday – averaging 151,000 Men 18-34).
- **UFC® Fight Night™ (9/19/07)**
UFC Fight Night (9:00-11:00pm) drew 1.9 million viewers with a 1.6 HH rating (1.5 million); a staggering 233% more Men 18-49, 224% more Men 18-34, and 74% more total viewers than the Wednesday Night Baseball telecast of Chicago Cubs vs. Cincinnati Reds on ESPN. The telecast was #1 from 9-11pm in cable in all key demographics including M18-49, M18-34, M25-34, and M35-49.
- **UFC® Fight Night™ (1/25/07)**
Spike TV's telecast of a live *UFC Fight Night* from 8:01-10:01pm averaged a 1.70 HH rating, with a 2.00 in M18-49, a 2.25 in M18-34, a 2.73 in M25-34 and an average audience of 2.3 million viewers and was #1 in the time period in key male demos: Men18-49 (also delivered more M18-49 than FOX); M18-34 (also delivered more M18-34 than FOX); #1 in M25-34 and M35-49 (also delivered more M35-49 than FOX).

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- **UFC® Fight Night™** (Dec. 13, 2006)
Spike TV's telecast of a live *UFC Fight Night* drew nearly three times as many Men 18-34 than an ESPN telecast featuring two of the NBA's marquee teams, the defending champion Miami Heat and the first place Phoenix Suns. The UFC bouts, airing at 8:00-10:00pm on Spike TV from the Marine Corps Air Station Miramar in San Diego, CA, tallied 531,000 Men 18-34 compared to 180,000 for ESPN's NBA telecast (7:00-9:30pm).
- **UFC® Fight Night™** (Oct. 10, 2006) achieved record ratings for Spike TV and the Ultimate Fighting Championship®. The two-hour live UFC fight card on Tuesday, October 10 (8:00-10:00pm ET/PT) from the Hard Rock Live at the Seminole Hard Rock Hotel & Casino in Hollywood, Fla. drew 4.2 million viewers, topping out at 5.7 million from 9:30pm-9:45pm. The two-hour event drew more Men 18-34 (1.6 million), than anything on television (broadcast or cable) on Tuesday, October 10, and drew an impressive 500,000 more Men 18-34 head-to-head against the MLB playoffs on FOX (1.6 million – 1.1 million).
- **UFC® Fight Night™** (Aug. 17, 2006) The sixth edition of *UFC® Fight Night™* made Spike the #1 ad-supported cable channel in the time period among key male demos. Airing on Thursday 8/17/06 from 8-10:07pm. M18-34 topped a 3.0 rating from 9:45pm on, while the average audience peaked at 2.8 million viewers from 10-10:07pm.

The Ultimate Fighter Reality Series

The Ultimate Fighter® Season 7

- The premiere of the seventh season of *The Ultimate Fighter*, featuring UFC Light Heavyweight Champion Quinton "Rampage" Jackson and TUF Alumni Forrest Griffin as coaches, took place on April 2, 2008. The premiere of season seven of "The Ultimate Fighter" (10:00-11:00pm) earned a 1.3 household rating, with a 1.80 in M18-49 (996,000), a 2.21 in M18-34 (628,000) and an average audience of 1.7 million viewers.

The Ultimate Fighter® Season 6

- The premiere of the new season of *The Ultimate Fighter®* Season 6, featuring coaches Matt Hughes and Matt Serra drew 1.7 million viewers following the live UFC® Fight Night™ event at 11:00pm. The series drew a 1.5 HH rating and a 1.7 in M18-49 and 1.9 in M18-34 and was the second most-watched series in all of cable with Men 18-49 for the day. (The UFC Fight Night finished third).
- Spike TV's live telecast of "The Ultimate Fighter®: Team Hughes vs. Team Serra" Finale on Saturday, December 8, 2007 (9:00-12:12am) drew 2.5 million viewers and reached more men in the hard-to-reach demographics of 18-34, 18-49, and 25-34 than anything else on television (broadcast or cable) in its timeslot. The telecast peaked with an impressive 2.9 million viewers at 11:30pm despite head-to-head competition from the Mayweather-Hatton pay-per-view boxing event.

The Ultimate Fighter® Season 5

- Spike TV's telecast of the premiere episode of *The Ultimate Fighter 5* and *UFC Fight Night* drew more Men 18-49 and Men 18-34 on a busy sports day on Thursday, April 5, 2007 than The Masters on USA Network and TNT's NBA coverage featuring the Heat vs. Cavaliers with megastar LeBron James and the Spurs vs. the Suns. Overall, *The Ultimate Fighter* and *UFC Fight Night* drew more Men 18-49, Men 18-34, and Men 25-34 than anything else on cable in their respective timeslots.

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- Spike TV's telecast of *The Ultimate Fighter*[®] 5 Finale, featuring BJ Penn vs. Jens Pulver, drew Men 18-49 and more Men 18-34 on Saturday, June 23, 2007 than anything else on TV – cable or broadcast -- in Men 18-34 and Men 18-49. It outdrew coverage of the Yankees and Giants on Fox earlier that day. Overall *The Ultimate Fighter* 5 finale reached 2.6 million people with a 3.0 rating in Men 18-34; it beat HBO's Hatton vs. Luis fight by drawing 800,000 more total viewers and 153% more Men 18-34. The Ultimate Fighter 5 Finale also beat NASCAR on ESPN2 by drawing 393% more Men 18-34 and 195% more Men 18-49 than the live coverage of the Busch Series AT&T 250

The Ultimate Fighter[®] Season 4 “The Comeback”

- The premiere of the new season of *The Ultimate Fighter*[®] Season 4: The Comeback on Thursday, August 17, 2006 drew a staggering 526% more Men 18-34 than MLB on ESPN (739,000-118,000) and 373% more M18-49 (1.1 million to 239,000) featuring the team with the best record in baseball, the Detroit Tigers. The Spike TV series also drew more Men 18-24 (251,000-241,000) than FOX's NFL pre-season match-up featuring the 2005 Eastern Conference champion New York Giants and Kansas City Chiefs.
- The live finale of *The Ultimate Fighter*[®] 4 drew more viewers than boxing's Heavyweight Champion of the World fight based on head-to-head ratings from Saturday, November 11, 2006. The live finale of Spike TV's *The Ultimate Fighter* 4: The Comeback featuring victories by Matt Serra in the welterweight division and Travis Lutter in the middleweight division drew 545,000 Men 18-34 compared to 330,000 Men 18-34 for HBO's coverage of Wladimir Klitschko's victory over Calvin Brock to retain his IBF Heavyweight title.

The Ultimate Fighter[®] Season 3

- The live finale of Spike TV's *The Ultimate Fighter*[®] 3 drew 2.8 million viewers on Saturday, June 24 (9:00 PM -12 Midnight). The card drew a 2.85 rating in Men 18-49, delivering more Men 18-49 and Men 18-34 than anything else on television in timeslot.
- The premiere episode of *The Ultimate Fighter*[®] Season 3 (4/6/06) ranks #7 for the Week of 4/3-4/9 in the edition of *Sports Business Journal*.
- The 90-minute *The Ultimate Fighter*[®] Season 3 premiere (4/6/06) was ranked #1 among Men 18-34 (3.71, 971,000) in its timeslot, out delivering everything on broadcast, cable, or pay cable and out-delivered major competition on cable including the NBA on TNT (Pistons vs. Heat and Lakers vs. Nuggets) and USA Network's coverage of The Masters.
- *The Ultimate Fighter*[®] Season 3 (4/6/06) premiere defeated USA Network's coverage of golf's biggest tournament, The Masters, in average audience (2.4 to 2.2 million), Men 18-34 (3.61 to 0.72), and Men 18-49 (2.70 to 1.01).

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