



P.O. Box 26959 • Las Vegas, Nevada • 89126-0959 • phone 702-221-4780 • fax 702-367-6373

For Immediate Release:

August 21, 2007

**ULTIMATE FIGHTING CHAMPIONSHIP®
HEADS TO CINCINNATI FOR**

UFC 77: HOSTILE TERRITORY

**UFC® MIDDLEWEIGHT WORLD CHAMPIONSHIP
ANDERSON “THE SPIDER” SILVA vs. RICH “ACE” FRANKLIN**

HEAVYWEIGHT FEATURE

TIM “THE MAINE-IAC” SYLVIA vs. BRANDON “THE TRUTH” VERA

SATURDAY, OCTOBER 20 LIVE FROM U.S. BANK ARENA

Tickets Go on Sale Sunday, Aug. 26 at 10am ET



Las Vegas, NV (USA) – The Ultimate Fighting Championship® (UFC®) organization today announced that UFC Middleweight Champion Anderson “The Spider” Silva will travel to the hometown of the man he took the title from, Rich “Ace” Franklin, to defend his crown against the popular former titlist in a highly anticipated rematch entitled **UFC 77: HOSTILE TERRITORY**. This event will take place at U.S. Bank Arena in Cincinnati, Ohio, on Saturday, October 20. UFC 77 marks the UFC’s second fight in Ohio this year, and its first fight ever in Cincinnati.

(more)

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UFC 77 ... Page 2 of 3

“Anderson Silva has shown he is probably one of the most deadly 185 pounders we’ve ever seen,” said Dana White, UFC President, “and he has shown no signs of slowing down in his two fights since beating Rich Franklin last year. But Rich told me that he has never trained harder for a fight than he is for this one, and he is determined to not only win his title back, but to do so in front of his hometown fans on October 20th.”

Tickets for **UFC 77: HOSTILE TERRITORY** go on sale Sunday, August 26 at 10am ET with prices starting at \$50. The fastest and most convenient way to purchase tickets is by visiting the Ticketmaster Web site at Ticketmaster.com. Tickets may be purchased at all Ticketmaster outlets including select Kroger stores, or by calling Ticketmaster Charge-By-Phone at 513-562-4949. Tickets are also available at the U.S. Bank Arena Arena Box Office, and online through www.usbankarena.com and www.ufc.com.

UFC® Fight Club™ members will have the opportunity to purchase tickets to this event Wed., Aug. 22 at 10am ET via the website www.ufc.com. A special Internet ticket pre-sale will be available to UFC newsletter subscribers Friday, August 24 starting at 10:00am ET. To access this presale, users must register for the UFC newsletter through www.ufc.com.

UFC 77: HOSTILE TERRITORY is available live on pay-per-view at 10 p.m. EST/7 p.m. PST on iN DEMAND, DIRECTV, DISH Network, TVN, Bell ExpressVu, Shaw Communications and Viewer’s Choice Canada for a suggested retail price of \$39.95 (\$39.99 CAD) and \$49.95 for HD where available.

After a devastating first round loss to Silva in their Middleweight title bout in October of 2006, Franklin has spent the last year training, fighting hard, and winning in order to get back to the number one contender’s spot. Meanwhile, Silva, the reigning and defending champion, has fought and won twice since taking the belt from Franklin, and his plans for UFC 77 involve defending his title and spoiling his challenger’s homecoming.

Silva (19-4), fighting out of Curitiba, Brazil, is an extremely well-rounded fighter with phenomenal striking skills as well as a Black Belt in Brazilian Jiu-Jitsu. After defeating Chris Leben and Franklin in the first round in his first two UFC fights, “The Spider” took on Travis Lutter in February in what was supposed to be his first title defense, but Lutter fell short of making weight by a half-pound. As a result, their fight was altered to a three-round non-championship bout, but Silva still finished Lutter by submission at 2:11 of the second round. Silva then took on Nathan Marquardt at UFC 73 in July and finally got his first successful title defense under his belt with an impressive first round TKO win.

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UFC 77 ... Page 3 of 3

Franklin (24-2) fought a good portion of his career as a light heavyweight before moving to the middleweight division. At UFC 53, he stopped UFC champion Evan Tanner to capture the middleweight crown. He made his first title defense against Nate Quarry at UFC 56, winning by first round KO, and his second defense against Canadian David Loiseau at UFC 58 showed his championship heart as he won a five round decision despite fighting much of the fight with a broken hand. Franklin faced Anderson Silva in his third UFC title defense, but was stopped by the Brazilian in the first round. At UFC 68 in March, he returned to the Octagon™, and in front of his home state crowd, stopped Jason MacDonald at the start of the second round. At UFC 72, Franklin defeated Yushin Okami by unanimous decision to earn a rematch with Silva and a shot at redemption.

Also on the UFC 77 card will be a heavyweight matchup between former UFC Champion Tim “The Maine-iac” Sylvia and unbeaten Brandon “The Truth” Vera. This fight will mark the first fight for Vera since a contract dispute with former management sidelined him for almost a year. The dynamic Vera (8-0) is excited to get back in the Octagon, and he expects to pick up where he left off last year by defeating Sylvia and every opponent afterward until he becomes the UFC heavyweight champion. The 6 foot 8 Sylvia (25-3), only the second man in UFC history to win the heavyweight title twice, would like to eventually join the man he lost the crown to in March, Randy Couture, as the only fighters in history to win the title three times. A win over Vera will push him firmly in that positive direction.

For more information about **UFC 77** or any upcoming UFC event, visit www.ufc.com or uk.ufc.com. All bouts are live and subject to change.

About The Ultimate Fighting Championship

The Ultimate Fighting Championship® brand 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., the UFC® organization produces approximately twelve to fourteen live pay-per-view events annually that are distributed through cable and satellite providers. In addition to its U.S. distribution, UFC fight programs are distributed throughout the world including broadcast on MAIN EVENT in Australia, Globosat in Brazil and Bravo and Setanta PPV in the United Kingdom. For more information, or current UFC fight news, visit www.ufc.com or uk.ufc.com or www.ufcespanol.com.

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For Immediate Release:

August 15, 2007

UFC® HEAVYWEIGHT DIVISION HAS “TRUTH” BRANDON VERA RETURNS TO THE OCTAGON™



Las Vegas, NV (USA) – The Truth hurts. Just ask those who have ever stepped into the Octagon™ with rising heavyweight star Brandon "The Truth" Vera, who, after a prolonged absence due to managerial issues, will finally return to the Ultimate Fighting Championship® (UFC®) organization to put his perfect record on the line as he resumes his chase for the World Heavyweight Championship. Dana White, UFC President, who was pleased to make the announcement of Vera's return today, expects the Californian to be back in action as soon as October of this year.

“Brandon Vera is a young, well-rounded, exciting heavyweight who finishes fights in exciting fashion,” said Dana White, UFC President. “I think he brings a lot to the heavyweight mix, and I see him in a position to fight for the heavyweight title in 2008.”

Brandon “The Truth” Vera was undefeated and considered a top contender in the heavyweight division before a contract dispute with former management took him out of action. Now, almost a year later, the issue has been resolved, Vera is under new management and is anxious to start fighting again.

“I'm so excited to be back in the UFC, I have no words to describe the feeling,” said Vera.

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UFC ... Page 2 of 3

“The Truth” comes back at a time when the UFC heavyweight division has never been more powerful, boasting a lineup of contenders that reads like a “Who’s Who” of the world’s most competitive fighters, with a three-time UFC heavyweight champion sitting at the top. In the last year, the UFC has brought on Mirko “Cro Cop,” Antonio Rodrigo “Minotaur” Nogueira, and Fabricio Werdum, and has seen the rise of Gabriel “Napao” Gonzaga and Cheick Kongo. Also in the mix of could-be Vera foes are former UFC Heavyweight Champions Tim Sylvia, Andrei Arlovski and Frank Mir.

“I realize the UFC heavyweight division is much stronger now, but I like having more challenges, and that just gives me more motivation to train,” said Vera. “I feel that when I’m on top of my game, nobody can beat me. I have a plan to become the heavyweight champion, so I’m going to stick to the plan that my management team NCFC and both of my coaches set and win the titles. I want to prove I’m the best for my family, my friends and most of all my fans.”

Fighting out of San Diego, Calif., Vera is 6’3” 223 lbs., and holds a brown belt in jiu-jitsu. He has won many submission competitions, but he has also become known for his striking ability. He has won all four of his fights in the UFC and scored all victories by either knockout or submission. His last three fights all ended in the first round.

Vera made his Octagon debut at UFC® Fight Night™ in October of 2005. He proved he meant business and finished the much heavier Fabiano Scherner in the second round by knee strikes. He went on to score back-to-back first round victories with a KO over Justin Eilers at UFC 57, and a submission over Assuerio Silva (guillotine choke) at UFC 60. At UFC 65 last November Vera took on former UFC Heavyweight Champion Frank Mir and defeated him by TKO at 1:09 in the first round.

Vera stands undefeated in the UFC and holds an overall mixed martial arts record of 8-0. He intends to maintain that winning streak all the way to the heavyweight championship.

For more information about the UFC, or any upcoming UFC event, visit www.ufc.com, www.ufcespanol.com or uk.ufc.com.

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UFC ... Page 3 of 3

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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 fourth European event at the O2 Arena in London 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 and Belfast in the United Kingdom.

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

It offers a premier series of MMA events including twelve to fourteen live pay-per-view events annually through cable and satellite providers. UFC fight programs are also distributed internationally throughout the world, including on Globosat in Brazil, MAIN EVENT in Australia and Setanta and Bravo in the United Kingdom. Before joining the UFC, White managed a boxing program to benefit inner city children in Boston.

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

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HISTORY OF THE ULTIMATE FIGHTING CHAMPIONSHIP®

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

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

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

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

In January 2001, under the new ownership of Zuffa, LLC, the UFC brand completely restructured MMA into a highly organized and controlled combat sport. As a result, the UFC organization now offers twelve to fourteen live pay-per-view events annually through cable and satellite providers. UFC fight programs are also distributed internationally throughout the world, including broadcast on WOWOW, Inc. in Japan, MAIN EVENT in Australia, Globosat in Brazil and Bravo in the United Kingdom.

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

Recently, a UFC event in Columbus, Ohio attracted more than 19,000 people—the largest audience in North America to witness a mixed martial arts event. UFC popularity continues to reach new heights as the sixth 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 two-year strategic partnership through 2008 to present four additional seasons of hit reality series *The Ultimate Fighter*®, as well as ten live *UFC® Fight Night™* events and 26 taped programs of *UFC: Unleashed™*.

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

Under the strong leadership of owners Lorenzo 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 UFC® RULES

WEIGHT CLASSES

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

BOUT DURATION

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

WAYS TO WIN

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

RESTART ROUND

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

JUDGING

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

(more)



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UFC Official Rules...Page 2 of 2

FOULS

Butting with the head.

Eye gouging of any kind.

Biting.

Hair pulling.

Fish hooking.

Groin attacks of any kind.

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

Small joint manipulation.

Striking to the spine or the back of the head.

Striking downward using the point of the elbow.

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

Clawing, pinching or twisting the flesh.

Grabbing the clavicle.

Kicking the head of a grounded opponent.

Kneeing the head of a grounded opponent.

Stomping a grounded opponent.

Kicking to the kidney with the heel.

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

Throwing an opponent out of the ring or fenced area.

Holding the shorts or gloves of an opponent.

Spitting at an opponent.

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

Holding the ropes or the fence.

Using abusive language in the ring or fenced area.

Attacking an opponent on or during the break.

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

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

Flagrantly disregarding the instructions of the referee.

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

Interference by the corner.

Throwing in the towel during competition.

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U.S. STATES THAT SANCTION MIXED MARTIAL ARTS

- | | |
|--------------------------|------------------------|
| 1. ARIZONA | 17. MISSOURI* |
| 2. ARKANSAS* | 18. MOHEGAN SUN TRIBAL |
| 3. CALIFORNIA | 19. MONTANA* |
| 4. COLORADO | 20. NEBRASKA* |
| 5. DISTRICT OF COLUMBIA* | 21. NEVADA |
| 6. FLORIDA | 22. NEW JERSEY |
| 7. GEORGIA | 23. NEW MEXICO |
| 8. HAWAII* | 24. NORTH CAROLINA* |
| 9. IDAHO | 25. NORTH DAKOTA* |
| 10. ILLINOIS* | 26. OHIO |
| 11. IOWA | 27. OKLAHOMA |
| 12. KANSAS | 28. OREGON |
| 13. KENTUCKY* | 29. PENNSYLVANIA* |
| 14. LOUISIANA | 30. TEXAS |
| 15. MINNESOTA* | 31. UTAH |
| 16. MISSISSIPPI | 32. WASHINGTON |
- * STATES THAT APPROVED MMA IN 2007

MICHIGAN CURRENTLY IN LEGISLATURE
MASSACHUSETTS, SOUTH CAROLINA. TENNESSEE AND VIRGINIA IN
DISCUSSION STAGE WITH LEGISLATORS & COMMISSIONS
FOXWOODS (CT) REMODELING WANTS

UFC[®]

ULTIMATE FIGHTING[®] CHAMPIONSHIP[®]

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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

- 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 at MEN Arena in Manchester, was attended by over 14,500 people and grossed a gate of more than £1.3 million. It set the record for the third largest gate in MEN history, and also broke the all-time merchandise record for the arena. UFC 70, which aired on Spike TV in the United States, was the fifth highest rated cable sports program for the week of April 16, 2007.
- UFC 69: *SHOOTOUT*, which took place at Toyota Center April 7, 2007 in Houston was attended by over 15,000 people and grossed a gate of more than \$2.8 million. It set the record for the largest gate in Toyota Center history.
- UFC 68: *THE UPRISING*, which took place March 3, 2007 at Nationwide Arena in Columbus, was attended by over 19,000 people and grossed a gate of more than \$3 million. It was the largest gate in Nationwide Arena history and it also set the record for the highest North American attendance figure for a mixed martial arts event ever.
- UFC 67: *ALL OR NOTHING*, which took place at Mandalay Bay Events Center in Las Vegas, was attended by more than 10,800 people and grossed a gate of \$2.7 million.
- UFC 66: *Liddell vs. Ortiz 2*, which took place at a sold-out MGM Grand Garden Arena, was attended by 14,607 and grossed a gate of \$5.4 million, which was the largest MMA gate in the history of the state of Nevada.

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- UFC 65: *Bad Intentions*, which took place at ARCO Arena Saturday, Nov. 18, 2006 was attended by over 15,300 people with a gate of \$2.7 million.
- UFC 64: *Unstoppable*, which took place at the Mandalay Bay Events Center Saturday, Oct. 14, 2006 was attended by 10,863 people with a gate of \$2.3 million.
- 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™ (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).
- **UFC® Fight Night™ (Dec. 13, 2006)**
Spike TV's telecast of a live *UFC Fight Night* drew nearly three times as many Men 18-34 than an ESPN telecast featuring two of the NBA's marquee teams, the defending champion Miami Heat and the first place Phoenix Suns. The UFC bouts, airing at 8:00-10:00pm on Spike TV from the Marine Corps Air Station Miramar in San Diego, CA, tallied 531,000 Men 18-34 compared to 180,000 for ESPN's NBA telecast (7:00-9:30pm).

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- **UFC® Fight Night™** (Oct. 10, 2006) achieved record ratings for Spike TV and the Ultimate Fighting Championship®. The two-hour live UFC fight card on Tuesday, October 10 (8:00-10:00pm ET/PT) from the Hard Rock Live at the Seminole Hard Rock Hotel & Casino in Hollywood, Fla. drew 4.2 million viewers, topping out at 5.7 million from 9:30pm-9:45pm. The two-hour event drew more Men 18-34 (1.6 million), than anything on television (broadcast or cable) on Tuesday, October 10, and drew an impressive 500,000 more Men 18-34 head-to-head against the MLB playoffs on FOX (1.6 million – 1.1 million).
- **UFC® Fight Night™** (Aug. 17, 2006) The sixth edition of **UFC® Fight Night™** made Spike the #1 ad-supported cable channel in the time period among key male demos Airing on Thursday 8/17/06 from 8-10:07pm. M18-34 topped a 3.0 rating from 9:45pm on, while the average audience peaked at 2.8 million viewers from 10-10:07pm

The Ultimate Fighter® Season 3

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

The Ultimate Fighter® Season 4 "The Comeback"

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

The Ultimate Fighter® Season 5

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

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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.

The Ultimate Fighter® 5 Finale (6/23/07)

- Spike TV's telecast of *The Ultimate Fighter*® 5 finale, featuring BJ Penn vs. Jens Pulver, drew Men 18-49 and more Men 18-34 on Saturday, June 23 than anything else on TV – cable or broadcast -- in Men 18-34 and Men 18-49. It outdrew coverage of the Yankees and Giants on Fox earlier that day. Overall *The Ultimate Fighter* 5 finale reached 2.6 million people with a 3.0 rating in Men 18-34; it beat HBO's

Hatton vs. Luis fight by drawing 800,000 more total viewers and 153% more Men 18-34. *The Ultimate Fighter* 5 Finale also beat NASCAR on ESPN2 by drawing 393% more Men 18-34 and 195% more Men 18-49 than the live coverage of the Busch Series AT&T 250

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).

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