

ULTIMATE CHAMPION is the first of six mixed martial arts, MMA, franchise movies to be produced under my "Ultimate Action" brand banner. ULTIMATE CHAMPION features 8 world class MMA champion fighters and capitalizes on the huge popularity of mixed martial arts.

MMA has transcended sports to become part of pop culture—casting its influence from energy drinks to fashion to music and beyond. It is the fastest growing sport in the world and by some estimates it will be the largest sport in the world within the next seven years. MMA's popularity exceeds traditional boundaries and has garnered worldwide fans of all ages, genders and nationalities forming an incredibly broad demographic. While most film markets are contracting, MMA has shown a steady expansion with 30% year over year growth and it is poised for even larger growth in the near future as it continues to develop both nationally and internationally. MMA has a broader demographic than some of the most successful entertainment and movie franchises of all time including "Girls Gone Wild", "Saw" and "Lord of the Rings." Ultimate Action products and ULTIMATE CHAMPION cater to this multi-billion dollar growth industry and currently has no competition for this market which has wide margins and lends itself to many formats. MMA is a marketer's dream thus now is the time to join in as the future will be even brighter.

MMA is an expanding market in a contracting global economy. Pay-per-view buys (both number of household purchases and total gross revenues) for MMA events have surpassed all other offerings. MMA programming has appeared on many networks (CBS, Fox...); cable channels (Spike, CNBC, Oxygen, History Channel, HDNet...); premium pay channels (HBO, Showtime...); as Internet clips and as webisodes; as documentaries and as TV series; on radio talk shows; and as full length dramatic features for major Hollywood studios (NEVER BACK DOWN, REDBELT...). MMA has also spawned a variety of journals and magazines. There have been many articles recently identifying MMA as the hottest trend around and Las Vegas is showing MMA as the biggest growth sport at their sports books.

MMA programming combines the entertainment flare of wrestling shows with the passion of competitive sports such as boxing, packaged in a much more hip fashion. Giant corporate sponsors like Anheuser Busch and Harley Davidson have already aligned themselves with MMA, as well as apparel companies like Tapout, Affliction and Punishment. Even billionaire investors like the Fertitta brothers (of Station Casinos and UFC), Mark Cuban (of the Dallas Mavericks and HDNet), Calvin Ayre (of Bodog) and Donald Trump (investor in Affliction) have invested heavily in MMA.

MMA is here to stay and will be a staple profitable entertainment product for those entertainment companies who join in early. MMA intellectual property has already provided many revenue streams including film & TV exploitation, merchandising, video games, soundtracks, webisodes & web-based comic strips and clothing. Some clothing companies have been formed specifically to cater to the large and growing MMA market and there are already several very popular video game titles capitalizing on this huge market for MMA themed product. There are robust sales for some very popular figurines and toys representing some of the sport's biggest stars who are becoming mainstream "crossover" celebrities along the lines of Arnold Schwarzenegger and Dwayne "The Rock" Johnson.

ULTIMATE CHAMPION is designed to cater to the MMA market and to fans of fight action thrillers with a combination of great fights, sexy girls, pulsating music and well known actors in a fun and fast-paced story.

I invite you to visit our website at www.ultimatechampionmovie.com to view our trailer and related materials.

To inquire about available rights, please contact us at info@ultimatechampionmovie.com.

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