

## MMA HEADLINES

**Yahoo! Sports**, October 1, 2009:

### Slice-Nelson produced record MMA ratings

Just like he did last year for CBS, Kimbo Slice delivered massive ratings on Wednesday for Spike TV. Slice's much-heralded fighting debut on Season 10 of "The Ultimate Fighter," drew 6.8 million viewers, said Ultimate Fighting Championship president Dana White. White said an average of 5.3 million viewers tuned in for the initial viewing of the show, which aired at 10 p.m. Eastern Time. The immediate replay, which began at 11 p.m. ET, attracted an average of 1.5 million viewers. The show's final 15 minutes, when the fight was shown for the first time, did a 7.86 rating among males ages 18 to 34. Overall, the fight itself had 6.1 million viewers. The show has garnered record ratings – more than three times their normal number – through the first three weeks.

**AP**, September 17, 2009:

### MMA returns to broadcast primetime on CBS with Strikeforce on November 7, 2009

The CBS Television Network will return to the mixed martial arts (MMA) cage with STRIKEFORCE: FEDOR VS. ROGERS, to be broadcast Saturday, Nov. 7 (9:00 PM, live ET/delayed PT). SHOWTIME Sports will produce the four-fight event with host Gus Johnson calling the action and MMA legend Frank Shamrock and Mauro Ranallo serving as color analysts.

**USA Today**, July 10, 2009:

### UFC's milestone event shows how far sport has come

Marc Ratner vividly remembers driving up to the Mandalay Bay Events Center on the Las Vegas Strip. It was late September 2001, and the longtime head of the Nevada State Athletic Commission couldn't believe what was unfolding. Thousands of people had lined up more than an hour before the doors opened for UFC 33, the first mixed martial arts event ever sanctioned in his state. "I'd never seen anything like that for boxing," Ratner recalls. The sport was still years away from what it's become, a multibillion dollar industry. "Is it going to become stale, are people going to become tired of it? Hell no," says Dana White of the UFC. "Is there too much football on TV? Is there too much baseball on TV? "People want to see great fights, and if we put together the best fights with the best fighters in the world, this is going to continue to grow and grow and grow."

**Yahoo! Sports**, February 17, 2009:

### UFC displays recession resilience

While billion-dollar companies across the United States have been laying off employees and making other budget concessions during a severe economic climate, the Ultimate Fighting Championship continues to resist the downturn. The official numbers recorded with the sanctioning body – a \$4,290,020 gate and attendance of 14,885 – give the UFC a strong start to 2009. Perhaps even more significant than the record attendance and high gross ticket revenue will be the final numbers on the UFC 94 pay-per-view purchases and early indications are UFC 94 should settle somewhere near 1.3 million buys – a peak in the history of the promotion—and would mean more than \$58 million in gross sales. And according to UFC President Dana White the UFC hasn't even gotten off the ground yet. "The crazy thing about this sport is, we haven't even scratched the surface on how big this thing is going to be. It's going to be the biggest sport in the world."

**The New York Times**, January 20, 2009:

### Companies Warm to Sponsoring MMA

When the referee raised Rashad Evans's hand after a victory last September, Mr. Evans was not wearing a shirt bearing the logo of one of the sport's niche apparel brands like Sprawl or Tapout. Instead, on his shirt appeared a mug shot of Bill Gates, taken after the future billionaire was arrested for a traffic violation in 1977. Mr. Evans said he wore the shirt as part of a cross-promotional partnership with Microsoft. He has also appeared in a recent Windows commercial that is running in the United States, Britain and Japan. Mixed martial arts has long been considered too risky for corporate America. But with the success of the U.F.C., the sport's premier brand, mainstream advertisers have begun dabbling in sponsorship deals with the U.F.C. and its fighters.

**CNN**, September 18, 2008:

### Mixed Martial Arts Fighting its Way into the Mainstream

Dana White, along with his partners Frank and Lorenzo Fertitta, purchased the fledgling Ultimate Fighting Championship for \$2 million in 2001. White's goal was to establish the UFC as the Super Bowl of the sport. He helped legitimize it by establishing rules and promoting the fighters' skills instead of showcasing the brutality. Forbes estimates the company will make \$250 million this year.

**Forbes**, May 5, 2008:

### Ultimate Cash Machine

It's the Ultimate Money Machine. That night before the Super Bowl 10,700 fans packed the arena, paying an average of \$340 for a ticket to witness nine mixed martial arts fights. Another 500,000 fans paid \$45 (\$55 for high definition) to watch five of the nine fights at home. The total haul from the event: \$25 million.

**Variety**, February 29, 2008:

### MMA wins over audiences; May launch next big action star

Once blasted by state commissioners for its brutal bouts, the Ultimate Fighting Championship has won over audiences. Its live events regularly sell out in minutes, ratings for its shows on Spike are surging, and merchandise from brands like Tapout is flying off the shelves. Its athletes, with appellations like Mask, Ice Man and Rampage, have become household names among 18- to 34-year-old males. With that kind of success, it's no surprise Hollywood's come calling.