

FACT KIT

ULTIMATE FIGHTING CHAMPIONSHIP

Mixed Martial Arts (MMA) is among the fastest growing sports in America. Ultimate Fighting Championship (UFC) is the most heavily regulated and widely known of the MMA leagues. Known for its intense competition and remarkable athleticism, the sport is winning an increasingly large following and garnering significant positive press.

- **In 2001, UFC® was bought by Zuffa LLC** with the express goal of doing what previous owners had not – fully embracing regulation in every state and allowing state athletic commissions to develop the full set of rules necessary to make the sport legal and fighter safety the foremost concern.



MMAFACTS

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- **The UFC 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. In total it is regulated in 44 states.
- **UFC imposes strict rules**, above and beyond those required in boxing, to

ensure fighter safety:

- Mandatory steroid and recreational drug testing
 - Baseline MRI/MRA with mandatory follow ups
 - Baseline ophthalmological exams
 - Mandatory blood screening
 - 4 ringside doctors and two ambulances at each venue
 - Referees empowered to stop fights at any time
 - Judges
 - 5 weight classes
 - Rounds
 - Imposed time limits
 - 31 specific ways to foul
- **UFC Athletes are the best in the world**, having trained in nearly every martial arts discipline. Many UFC athletes were All American college wrestlers or competed in the Olympics.
 - **Over 80% of UFC athletes hold college degrees.**
 - **Five Olympic sports are represented in mixed martial arts.** Of the 10 martial arts (Judo, Jujitsu Boxing, Freestyle Wrestling, Greco Roman Wrestling, Tae Kwan Do, Karate, Kickboxing, Brazilian Jujitsu, and Kung Fu) that make up mixed martial arts, five are Olympic sports (Boxing, Freestyle Wrestling, Greco Roman Wrestling, Tae Kwan Do and Judo).
 - **Mixed Martial Arts is widely considered to be safer than boxing**, in fact no UFC fighter has ever sustained a serious injury or died.
 - **UFC is an opportunity to bring tourist dollars, tax revenues and jobs** to host cities, especially Upstate.
 - According to the Ohio Athletic Commission, the single MMA event held in Columbus, Ohio produced \$11 million in external economic activity for the city.
 - According to the Las Vegas Sun newspaper, "The Nevada State Athletic Commission had estimated it would collect \$2 million in fees from mixed martial arts matches annually in the next two fiscal years. But a state advisory committee raised the projected revenue - generated by a 10 percent entertainment tax on ticket prices - to \$2.5 million per year because of the increasing fan interest in mixed martial arts..."
 - **UFC sells out nearly every venue where it hold events** and breaks gate re-

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cords time and time again.

- Over 14,000 people attended a November event at the Prudential Center in Newark, NJ. UFC set a new gate record of \$2.1 million.
 - Over 16,000 people attended an event at U.S. Bank Arena in Cincinnati in October, setting a new gate record of \$2.5 million.
 - Over 15,000 people attended an event at the Toyota Center in Houston, which grossed a gate of more than \$2.8 million. This set a record for the Toyota Center, beating the prior record gate from a Rolling Stones concert in 2005.
- **UFC has a Spike TV reality show, THE ULTIMATE FIGHTER**, that regularly outdraws NBA and baseball games among the 18- to 34-year-old male demographic.
 - 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) 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).

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