

MON. UPDATE: RATINGS, BRIAN LAWLER ARREST UPDATE; UFC TV DEAL; MVP; ATENCIO; CORNETTE

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We're looking for your thoughts on last night's Bash PPV, as well as Saturday night's Ultimate Chaos PPV, so you can leave a thumbs up, thumbs down or thumbs in the middle along with a best and worst match to dave@wrestlingobserver.com

We're also looking for reports on Saturday night's WWE tri-branded house show in Reno, as well as Friday night's ROH show in Detroit.

They will be taping two Raw episodes tonight in San Jose.

There will be a Smackdown taping on Tuesday in Fresno and another Smackdown taping on Wednesday in Bakersfield. They'll be getting a week ahead because there are overseas tours next week to Australia and Japan.

UFC has one hour of Unleashed at 9 p.m. tonight with Luke Cummo vs. Joe Stevenson, Tito Ortiz vs. Evan Tanner and Brad Imes vs. Rashad Evans.

We've got two issues of the Wrestling Observer Newsletter out this week. Both issues are available right now to web site subscribers.

Our two lead stories include a look at the commercial free Raw and what the ratings mean. We look at the last time WWE drew ratings at this level, how Raw ratings usually work and the effect of not having commercials, its affect on PPV, the financial considerations of the cost of Raw for USA Network, exactly how much this Raw will mean to USA's weekly rating, the advantage and disadvantage of Raw for a network as well as the viability of doing such a show again.

We look at DVR viewership and how this affects Raw and Smackdown today, who watched Raw this week, details behind the Trump storyline from both this week and last week, where the dual ownership idea was first talked about, who was talked about for the role in creative and why Vince McMahon always nixed it in the past, as well as the reducing of the money.

We also look at the career and life of Mitsuharu Misawa. We look at his beginnings, his most famous matches, behind the scenes, family, his future plans, many wrestlers speak about him and others wish they could have wrestled him. We also have his extensive career title history, his career in a plethora of awards, and a rundown of every major arena match he ever had in Tokyo, and the records for being a box office draw that he set during his career.

The Wrestling Observer ranges from 25,000 to 40,000 words covering pro wrestling and MMA all over the world.

Each issue has coverage and analysis of all the major news, plus every issue breaks major news stories before the Internet sites and has the most complete look at the business as a whole anywhere.

The Observer is now in its 27th year of being the leading insider pro wrestling publication in the world. The biggest and most influential names in the pro wrestling industry as well as the MMA industry, from bookers, to promoters to Hall of Fame wrestlers and fighters to the biggest current names, both on camera, and behind the scenes, along with thousands of readers in all 50 states and 30 countries subscribe. Many have subscribed as long as 20 years or more straight. They get the most detailed and inside coverage of what is going on all over the world and an accuracy from having the most inside sources that can't be found on the web. Everyone from Wall Street to the major offices to the TV networks in U.S. and Japan turn to the Observer for what is going on in the business. If you are a new subscriber ordering 24 or more issues, you can get one free classic issue of your choice sent to you today. With a 40 issue subscription, you can get two free classic issues sent to you today. Just send your Visa or Master Card order with your name, address, phone number, Visa or Master Card number and an expiration date to dave@wrestlingobserver.com or you can order by faxing that information to 408-244-3402. You can also subscribe via paypal at www.paypal.com and using the dave@wrestlingobserver.com address or subscribe via check, cash or money order, as well as credit card, by mail, by sending to Wrestling Observer Newsletter, P.O. Box 1228, Campbell, CA 95009-1228.

We've got full coverage of the Ultimate Fighter finals, with a look at the Diego Sanchez vs. Clay Guida match, how many viewers the match added, reaction to the judging, reaction from both fighters, comparisons with Brown vs. Faber, match-by-match viewership and how much each match added to the show, comparisons with other shows on television that day, future of Sanchez and Guida, match-by-match coverage including how much each fighter made on the show and

reaction of the crowd.

We also have full coverage of TNA Slammiversary, including business notes on the show and what they mean, the Samoa Joe turn, where the angles are going, television production as well as match-by-match coverage with star ratings and poll results on the show.

We also have more news on Gerald Brisco, notes on the Bash PPV, updates on WWE and Rey Mysterio, WWE injury updates, WWE and Ric Flair, How much WWE spent on its last two movies, details behind the dropping of Candice Michelle and Sim Snuka, the signing of a huge bodybuilder and a member of a famous wrestling family who is a former MMA star and the background of the signing.

We also have an exclusive update on UFC legalization in New York as well as UFC television in the U.K. and Dana White getting a national award.

We also have notes on new PPV name, developmental notes, drug testing, a look back at the strange coincidences involving D-Lo Brown and Darren Drozdov, best selling DVDs as well as coverage from the weekend house shows.

We also have our regular weekly features including the ratings for all the major shows, results of the major league arena events held around the world and the major TV show reviews.

Also in this week's issue:

- Reaction to the death of Misawa
- Where NOAH goes next
- Possible Japanese match of the year
- Rundown of the biggest junior heavyweight tag team tournament of the year
- Death of Billy "Red" Lyons
- More on what happened with Brian Blair
- TNA adds a new service
- Taz in TNA
- UFC and Vitor Belfort
- Upcoming UFC shows
- Advances for upcoming UFC shows
- What pro wrestling major star used to be the roommate of what UFC world champion
- UFC injury notes
- Notes on the Kimbo season of Ultimate Fighter and who many of the other fighters are as well as their backgrounds
- UFC 100 in Australia
- Plans for a new country to have a major UFC PPV in 2010
- More new UFC matches
- Andrei Arlovski's future
- Next Affliction show
- CMLL tournament of champions ends with a Universal champion crowned
- 50th anniversary of wrestling at Arena Coliseo in Guadalajara and special guests brought back for the show
- Notes on Cibernetico's return to AAA

- Next major show AAA planned main event
- Update on the cocaine and assault arrests involving AAA stars and the repercussions
- Update on a wrestling show in a few weeks that features both current TNA & WWE stars, as well as a future Hall of Famer in another sport
- Update on Dragon Gate shows outside of Japan
- All Japan's annual junior heavyweight tournament and lineup
- Notes on Hiroshi Tanahashi winning the IWGP title and New Japan's big show in Osaka with Team 3-D
- What interesting match headlines the next New Japan major show
- Notes on Chris Sabin & Alex Shelley defending their titles in Japan
- Hulk Hogan and Jake Roberts
- ROH summer schedule
- ROH/Ric Flair update
- Bryan Danielson update
- A look at the ROH TV tapings
- Bas Rutten on Kimbo Slice
- Next Kid Yamamoto match and why
- Last Strikeforce show and more business numbers from St. Louis
- Real PPV numbers for Hatton-Pacquiao
- Is Bobby Lashley a star?

New subscribers ordering 24 or 40 issues have to let us know what major story (ies) of the past 11 years you are most interested in and we'll send the issue with the best coverage of that story. We've got coverage of every major PPV event and world wide spectacular, every major star switching promotions, histories of companies like FMW, Rings and New Japan, retirement and obit issues of every major star who fits into those descriptions over the past 11 years, as well as our biggest issue every year, the annual awards issue, and our most controversial issue of every year, the Hall of Fame issue. Our most requested issues in our history are:

- *November 17, 1997 (full details of everything leading to the most famous wrestling match finish of modern times at the Survivor Series plus a history of in-ring double-crosses)
- *December 21, 1998 (the complete Vince McMahon-Bret Hart conversation right before the Survivor Series match so you'll know exactly what was said--the conversation played in edited form both on the inaugural broadcast of Confidential as well as in Wrestling with Shadows, but everything that was said between the two about the match that was going to take place that same night)
- *August 1, 1994 (the most detailed coverage anywhere of the Vince McMahon steroid trial, an issue praised in numerous newspaper article and Sex, Lies and Headlocks)
- *March 26, 2001 (death of WCW and history of pro wrestling on the Turner networks)
- *October 22, 2001 (why the adult audience has left pro wrestling in such great numbers and what needed to have been done to save them)

- *July 8, 1991 (Ric Flair leaves WCW as world champion/Zahorian steroid trial)
- *February 8, 1993 (the life and times of Andre the Giant)
- *May 13, 2002 (the life story of the most incredible pro wrestling career ever, a look at Lou Thesz, in one of the largest issues of our history)
- *January 27, 2003 (part one of the two-part series covering the career and life of The Sheik)*February 3, 2003 (Part two on The Sheik including thoughts from people who worked with him and where he stands historically)
- *March 24, 2003 (history of the WWWF title, inside behind the Sammartino, Backlund and Backlund era)
- *April 21, 2003 (history of WWF continues with the expansion nationally, the death of the regional territories and the rise of Hulk Hogan)
- *May 12, 2003 (The life and death of Elizabeth, and the rise of fall of Lex Luger)
- *June 9, 2003 (Part 1 of history of WWF vs. WCW wars and what many say was the greatest year in U.S. wrestling; plus a look at Fred Blassie)
- *June 16, 2003 (Freddie Blassie through the eyes of his biggest rivals and friends)
- *July 28, 2003 (Part 2 of the history of the WWF vs. WCW war and the plans to make new superstars in the early 90s, what happened, and the night where the three biggest wrestling companies in the world combined for a joint show and what happened)
- *August 25, 2003 (2003 Hall of Fame issue with huge profiles on the controversial career of Shawn Michaels, Chris Benoit as well as historical features on Earl Caddock and Francisco Flores)
- *September 22, 2003 (Part 3 of the history of the WWF vs WCW war with the seeds that caused the collapse of the industry in the 90s, Zahorian trial, Gulf War controversy, Flair leaves WCW while holding world title and much more)
- *October 27, 2003 (The fascinating life of Stu Hart plus the story of Road Warrior Hawk)
- *January 19, 2004 (2003 Awards issue)
- *February 2, 2004 (History of Toronto wrestling, Jack Tunney life story, Royal Rumble and Battle Royal history)
- *February 23, 2004 (History of Guerrero family with Eddy's win over Brock Lesnar)
- *March 1, 2004 (History of WWF continues with the period that brought the company down in early 1992, the mistakes, the real stories and how the business changed)
- *March 8, 2004 (History of Wrestlemania, its greatest matches and best and worst shows as voted both by wrestlers and non-wrestlers and Wrestlemania history books)
- *July 5, 2004 (A look behind the scenes and Ric Flair's book and his background with Eric Bischoff and Hulk Hogan)
- *July 12, 2004 (A look at more on Ric Flair's book and his comments on Bruno Sammartino, Bret Hart and Mick Foley)
- *August 16, 2004 (History of the Olympians in pro wrestling)
- *August 23, 2004 (2004 Hall of Fame issue and biggest issue of the year with huge profiles on Kazushi Sakuraba, Undertaker, Bob Backlund, Masahiro Chono, Ultimo Dragon, Kurt Angle and Tarzan Lopez--this counts as one issue if you are asking for a free issue, but ordered separately, due to size, is \$6 in North America and \$7 overseas)
- *October 4, 2004 (the life and times of Big Bossman; as well as details of the life and times of one of the most influential men world)

wide in pro wrestling history, Jim Barnett)

*November 15, 2004 (the full story of what happened between Kurt Angle and Daniel Puder, plus coverage of the most important week in the history of TNA)

*January 24, 2005 (2004 Awards issue, Rock and WWE part company)

*March 14, 2005 (the 50 biggest money players in the history of WWF and a look at their Hall of Fame)

*May 9, 2005 (the life and times of Chris Candido)

*June 20, 2005 (The full story behind Paul Heyman and the death of ECW, as well as coverage of One Night Stand, Hardcore Homecoming and behind the scenes of both shows)

*July 18, 2005 (death of Shinya Hashimoto and his records with a look at the fall of New Japan, the Matt Hardy angle, tons of WWE firings, Cornette firing in detail as well as problems of a WWE developmental territory in our biggest news issue of the year which is a double-sized issue and would be \$6 on its own and \$7 overseas)

*August 24, 2005 (2005 Hall of Fame issue with career profiles of Paul Heyman, HHH and Freebirds plus debut of MMA Hall of Fame)

*September 12, 2005 (History of Mid South Wrestling)

*October 10, 2005 (Life and Times of the Ultimate Warrior)

*November 21, 2005 (Life and Times of Eddy Guerrero and Crusher, double issue \$6 on its own and \$7 overseas)

*December 5, 2005 (The Eddy Guerrero special issue, double issue \$6 on its own, \$7 overseas)

*January 9, 2006 (The life and times of Superstar Billy Graham, plus New Year's Eve 2005 coverage)

*January 16, 2006 (2005 Awards double issue, \$6 or \$7 overseas)

*April 3, 2006 (Story of Ann Calvello and the history of Roller Derby--many called this the best issue of the Observer ever)

*April 10, 2006 (Behind the scenes at the 2006 Wrestlemania/Hall of Fame week)

*July 24, 2006 (The History of the Von Erichs and World Class Championship Wrestling--the most unreal story ever in wrestling)

*September 4, 2006 (The Rise and Fall of Kurt Angle; 2006 Hall of Fame inductions of Eddie Guerrero, Paul Bowser, Masakatsu Funaki, Aja Kong and Hiroshi Hase including tons of wrestling history around the world from the 20s through the 60s, the evolution of working to not working in Japan, and a look at Guerrero in hindsight, double issue \$6 or \$7 overseas)

*October 9, 2006 (A look back nine years later at the life and legacy of Brian Pillman with tons of inside information about what made him tick as his real objectives)

*November 15, 2006 (History of WCW part one, Eric Bischoff's book and how the industry was changed forever)

*November 20, 2006 (History of WCW part two, Why Jim Ross left WCW, How Bischoff changed the company, signing of Hulk Hogan, Beginning of Nitro, Jesse Ventura, Brian Pillman, Chris Jericho and signing Wrestlemania planned celebrity away)

*November 27, 2006 (History of WCW part three, When Bischoff challenged McMahon to fight; Truth and fiction around Bret Hart signing with WCW and why it didn't click)

*December 6, 2006 (details behind Pride's offers to sell promotion and Part four of History of WCW part four, Hogan-Goldberg match and why there was no rematch, WCW loses NBC network deal in 1999 and the real reasons the company fell apart)

- *January 22, 2007 (2006 Awards issue, double issue \$7 on its own, \$8 overseas)
- *February 14, 2007 (Life and Times of Bam Bam Bigelow)
- *March 5, 2007 (WWE begins plans that will change the business)
- *March 12, 2007 (Life and Times of Mike Awesome)
- *March 19, 2007 (Life and Times of Ernie Ladd)
- *April 4, 2007 (Life and Times of Badnews Allen Coage--which many are calling one of the best issues in history)
- *July 2, 2007 (Part one of the Benoit double murder-suicide)
- *July 5, 2007 (Part two of the Benoit double murder-suicide)
- *July 10, 2007 (Part three of the Benoit double murder-suicide)
- *July 19, 2007 (Part four of the Benoit double murder-suicide)
- *July 23, 2007 (Part five of Benoit double murder-suicide)
- *July 25, 2007 (Part six of Benoit double murder-suicide)
- *August 15, 2007 (The legend of the God of Japanese wrestling and his influence on MMA, Karl Gotch)
- *October 15 (2007 Hall of Fame double issue, \$7 on its own, \$8 overseas including inductions of The Rock, Tom Packs and the original Strangler Lewis)
- *November 12, 2007 (Life and times of Fabulous Moolah and history of U.S. women's wrestling) .
- *December 31, 2007 (History of Ric Flair and the heyday of wrestling at the Greensboro Coliseum)
- *January 21, 2008 (2007 Awards issue, double issue \$7 on its own, \$8 overseas)
- *March 17, 2008 (Life and times of Johnny Weaver)
- *March 24, 2008 (Life and times of Gary Hart)
- *April 10, 2008 (Farewell to Ric Flair; My thoughts, Shawn Michaels talks of Flair's meaning to him; Hall of Fame; Wrestlemania double issue, \$7 on its own, \$8 overseas)
- *August 11, 2008 (Ric Flair leaves WWE; Updated history of pro wrestlers and MMA fighters who went to the Olympics)
- *September 8, 2008 (2008 Hall of Fame double issue, \$7 on its own, \$8 overseas; part one of Killer Kowalski bio)
- *September 15, 2008 (Life and Times of Evan Tanner)
- *September 22, 2008 (The amazing career of Killer Kowalski, one of our most in-depth bios)

You can also order any of these issues on their own for \$4 in North America or \$5 overseas.

Rates are:

For the United States, it is \$12 for 4 issues, \$29 for 12, \$55 for 24, \$91 for 40 and \$118 for 52. In Canada and Mexico, rates are \$13.50 for 4, \$33 for 12, \$61 for 24, \$101 for 40 and \$131 or 52. In Europe, you can get the fastest delivery and best rates by sending to moonsault@mediaplusint.com. For the rest of the world, rates are \$15.50 for 4, \$41 for 12, \$78 for 24, \$126 for 40 issues and \$163 for 52 .

If you order by mail with a check, cash or money order (P.O. Box 1228, Campbell, CA 95009-1228), you can get \$1 off in every price range.

We now have available personally autographed copies of Tributes II, our latest book, as well as a DVD that comes with it talking more about the subjects in the book. The book covers the life stories of Lou Thesz, Wahoo McDaniel, Elizabeth, Fred Blassie, Road Warrior Hawk, Andre the Giant, Curt Hennig, Johnny Valentine, Davey Boy Smith, Terry Gordy, Owen Hart, Stu Hart, Gorilla Monsoon, The Sheik and Tim Woods. To get all of those biographies as back issues of the Observer would be a \$60 value today. This is a collection of some of the best Observer articles of the past several years in a hardcover, full-color format that is 239 pages. There is also a foreword by Bret Hart. The book price is \$12.95 plus \$3.50 for shipping costs in the U.S., \$10 for shipping costs to Canada and \$12 for shipping costs outside North America. You can order the book the same way you order the newsletter.

--Brian Lawler was sentenced to 30 days of rehab and a \$50 fine over his weekend arrest for public intoxication in Jackson, TN.

--R-Truth pinned Shelton Benjamin in 3:00 in last night's preshow match in Sacramento. It was said to be better than several matches on the live show. That wouldn't have been difficult.

--TNA Impact on Thursday did a 1.1 rating

--UFC schedule on Spike this week is Fight for the Troops from the 12/10 live show airing 9 p.m. to midnight Wednesday night. The only other UFC programming will be from 3-10 p.m. on Sunday, as Spike starts daily coverage in Countdown to UFC 100. Unleashed airs from 3-8 p.m. on Sunday, while at 8 p.m. is an Ultimate Knockouts special and the first of five-parts of the 100 greatest fights in the history of the UFC airs at 9 p.m. Sunday night. UFC came up with almost 200 fights to vote for the top 100, and they left out all kinds of great fights featuring guys who are on their bad side. Frank Shamrock vs. Tito Ortiz, which is on a lot of top five lists, didn't make the top 200. It came off so petty.

--UFC announced a new TV deal with Inner Mongolia Television which broadcasts into China, the first time UFC will be available on television there. The station will air 16 hours of UFC programming per month, mostly on weekend afternoons.

--Andrew Whitaker of WWE International talks about WWE in India at http://www.indiantelevision.com/interviews/y2k9/executive/andrew_whitaker.php He noted 26% of WWE revenue comes from outside of North America, with the U.K., Australia and France the big three right now. He talked about returning to India. The wrestlers won't be happy about that because the 2002 tour, besides several people getting sick and William Regal nearly having his career ended from a virus he picked up, was considered the worst tour of the decade. I can recall when people got back swearing that they would never go back under any circumstances. WWE is looking at developing WWE merchandise stores in Mumbai and Delhi according to Whitaker.

--12 Rounds comes out on DVD tomorrow.

--MVP got a brief amount of face time last night on CNN on the red carpet before the BET Awards. He attended with The View's Sherri Shepherd. She was considered the bigger star and they didn't mention he was a wrestler.

--Poll on the ROH TV show

Excellent 34.9%

Good 34.9%

Average 16.3%

Fair 4.7%

Poor 9.3%

73.5% of those responding didn't see the show. Continues to be that people who watch it like it, but fewer are watching, partially because of the loss of Time Warner

--Thoughts on the Tom Atencio promo at the Ultimate Chaos show

A good promo 6.4%

A classy promo 1.8%

It may have been interesting on his own show, but doing soon such a minor league show made him come off badly 37.6%

He came across as a minor league promoter with the promo on Dana White 36.9%

Under normal circumstances this would have made him come off as a minor league promoter, but it was fine because of how Dana White comes across 17.4%

--We will be back tonight with Wrestling Observer radio covering both Raw for this week and next week very late tonight. We will also be taking phone calls and info will be on the site I'm guessing around 11:30 p.m. Pacific time. Bruno Sammartino will be our guest on Wednesday's show.

--Charter Communications in Medford, WI, had a blank screen at least for the first part of last night's PPV. That's the only complaint we've gotten as far as reception problems (thanks to Joseph Greget)

--There is an article on Lita performing with her band The Luchagores in the U.K. at <http://www.examiner.co/uk/leisure-and-entertainment/>

--K&S Wrestlefest on 7/25 in Carteret, NJ at the Radisson Hotel features David Shults, Darren Drozdov, Bull Buchanan, Bill Irwin, Haku, Butch Reed, Mad Dog Vachon, Erik Watts, Headbanger Mosh, Mike Shaw, Maven Huffman, David Taylor, Greg Valentine, Tony Anthony, D-Lo Brown, Pat Tanaka, Akio Sato, Jake Roberts, Ron Simmons, Axl Rotten, Traci Brooks, Robert Fuller, David Flair, Daffney, Crowbar, Zach Gowen and Chris Nowinski. For more info go to www.kandswrestlefest.com

--CZW on 7/11 at the Arena in Philadelphia has Drake Younger vs. Sami Callihan for the CZW title, Ego Fantastico vs. Drew Blood for the jr. heavyweight title and The Best Around vs. H8 Club for the tag titles

--Jim Cornette will appear on 7/11 in Dundalk, MD at the Shamrock Cup. He'll also be signing books from Noon to 2 p.m. at Signature Sports in Glen Burnie, MD. He will not be signing at the Dundalk show.

--Paul Neu aka P.N. News ran a show in his home town of Hartington, NE, which has a population of 1,600, and drew 600 on Saturday night: Chad Collyer b Big John (Brian Blades under a mask), Jose Gonzalez (not that one) b Udo, Brian Blades b Zero Kincade, Alex Shelley b Metal Master (apparently a great match), Grizzly (Paul Neu) & Bruiser Mastino b Homicide & Matt Morgan (thanks to Brian Hoops)

--CHIKARA debuts on Pod-Per-view tomorrow at <http://chikarapodcast.com>

--Border City Wrestling on Saturday night in Windsor, ONT: Crazy Steve b Jake O'Reilly, Conrad Kennedy III & John Bravo b Bump n Uglies, Mat Duvall b Jon Bolen, Xtremo won four-way over Kenneth Crises Sebastian Suave and Kushida, Taylor Wilde & Haley Rogers b Danyah & P.J. Tyler, Derek Wylde b Kiyoshi, Tyson Dux b Robbie McAllister, Jim Duggan b Eddie Venom

--Border City Wrestling from yesterday in Woodstock, ONT: Crazy Steve b Conrad Kennedy III, Jake O'Reilly b Tyler Tirva, Jon Bolen b Derek Wylde, Petey Williams b Kiyoshi, Xtremo & Kushida b Mike Alias & Sebastian Suave, Taylor Wilde b P.J. Tyler, Robbie McAllister b Tyson Dux-DQ

--WSU and NWS on 8/14 in Belleville, NJ at the Knights of Columbus Hall with a women's trios match as well as a six-woman elimination tournament

--CPW on 7/18 in Scranton, PA at the Ice Box with Axl Rotten and Justin Credible

--Ric Flair will appear for Mid Atlantic Championship Wrestling on 7/11 in Anderson, SC at McCant's Middle School. Wrestling on the show will be Buff Bagwell, Ricky Morton, Bobby Eaton, Chris Hamrick and Ricky Steamboat Jr.

--I Believe in Wrestling from Saturday night in Orlando: Nick Fame b Gus Money, Lou Cypher b Luis Matos, QT Marshall & Ryze b CNS Connection, Nooie Lee b Scott Davis, Leon Scott b Josh Rayne, Ray Beez b Larry Zbyszko, Chasyn Rance & Raymond Snow & Zoe b Heartbreak Express & Kentucky Jordan. Next show is 8/15 at the Downtown Rec Center in Orlando

--Time Warner On Demand has a preview of UFC 100 on the Events free preview section hyping the top three fights. TNA's LAX vs. Beer Money match with the fans with straps from Victory Road last year is also on Time Warner on Demand (thanks to Suju Abraham)