

SUN. UPDATE: LESNAR REACTION; UFC SCORES BIG IN INTEREST; GATTI MURDER, JERICHO VS. MIZ, ANGLE

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We're looking for your thoughts on last night's UFC 100, 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 tonight's TNA house show in Syracuse, NY, as well as Friday night's TNA house show in Jamestown, NY, Friday night's WWE show in Manila, Philippines

Raw will be tomorrow night from Orlando's Amway Arena. No matches were announced, but Seth Green will be the guest General Manager. ECW & Smackdown are taped on Tuesday night in Miami.

All subscriptions to the newsletter and web site for more than one month will include what is traditionally our most talked about and best selling issue of the year, the 2009 Hall of Fame issue. Starting this coming week in the Observer we are doing an historical look at the biggest draws in history and in looking at those numbers, a number of names come up as potentially overlooked candidates. We'll have more in that direction over the next few weeks as well as a Hall of Fame preview issue after all the ballots are cast but before the Hall of Fame issue itself. So several special issues are coming over the next six weeks.

We've got a look at UFC 100's attempt to become the biggest non-boxing PPV event in history with a look back at Dana White, Vince McMahon, the difference between the two, how both got into power, how history of given both men credit for things they didn't do, the real story of UFC's rise to prominence and what slowed it up, and what was really the night where UFC broke through as a television entity, and it was not Griffin vs. Bonnar.

We also have a look at Edge's torn Achilles tendon, and different ideas bounced around regarding what happens next, as well as what plans for Edge and the tag title that have been thrown out the window.

We also have a look at the public funeral of Mitsuharu Misawa, the biggest athlete funerals of all-time and where it ranks, as well as the new power hierarchy in Pro Wrestling NOAH including who gained and lost power, and what Misawa's wishes were for the promotion in the event he could no longer run things.

We've got a lot of history in this coming week's issue of the Wrestling Observer Newsletter. We have a feature looking back at the biggest event of each year in pro wrestling since 1900, as well as all the record-breaking events in both recorded pro wrestling and MMA history. Japan, Australia, Europe, U.S., Canada and Mexico are all covered in a look at many of the biggest pro wrestling and MMA events of all-time.

The feature also looks at wrestlers who may be considered strong Hall of Fame candidates based on these records, as well as others who were big draws who for other reasons may not be strong candidates. We look at dozens of different names, as well as former football players who were among the bigger draws in wrestling history, the case for two of the biggest candidates as promoters, as well as what wrestlers make the list the most times in their career. We also look at the enduring legends, people who drew the biggest crowds of the year more than a decade apart.

This is probably the most complete look at huge match draws, in the context of their era, that has been produced, and we will have more on the subject in future issues.

Among the notes in this issue's listing include:

- Every attendance record in history dating back to 1908
- What U.S. star drew 65,000 fans to a show in Greece
- The first successful baseball stadium shows
- The only year when a woman's match was the biggest attended pro wrestling match in the world
- The first time the biggest attended pro wrestling match was headlined by a member of the Gracie family
- What NFL legend twice had the biggest drawing U.S. match of the year
- First \$100,000 house
- First closed-circuit show

- Largest crowd in history
 - Business of early Wrestlemanias
 - First Tokyo Dome sellout
 - All-time Mexico attendance record
 - All-time record gate
 - What wrestler drew the largest crowd of the year the most times
 - Who had the most enduring drawing power
- The issue is available today for subscribers to the web site.

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 also have a look at Waldo Von Erich, who passed away this past week, and his rivalry with Bruno Sammartino, Bill Watts and others.

We also have more on the deaths of Mexican minis the Jiminez brothers, including with major WWE PPV shows both men worked, and more details regarding their murders.

We've got an update on Jeff Hardy's future, Matt Hardy's surgery, notes on WWE television production, the head of a major station talks about what the station needs to break through to being a top five station on cable, and where wrestling could fit.

We also look at Jerry Lawler running for mayor, the Jericho vs. Miz feud, update on both the WWE video game and TNA video game going forward, as well as where the UFC game fits into posturing for the WWE game.

We've got notes on some of the PPV shows for WWE for the rest of this year, reviews of Ted DiBiase and what he was best known for as a wrestler, notes on WWE travel, update on Mr. Kennedy, and business notes from all of the WWE shows over the past week.

We also have notes on a new WWE signing, a former wrestler with national exposure getting a name change, plus a look at all the shows both domestically and on the two international tours this week.

We've got an update on Lavar Johnson, the Strikeforce heavyweight who was shot this past week, including the big fight he was about to be announced for the next big show.

We've also got a feature on Billy "Red" Lyons, including what he was best known for in Toronto, his career title history, his early days in wrestling, his heyday, The Flying Redheads, his tag team with The Destroyer and lifelong friendship, some of his biggest matches and the latter stages of his career in Toronto.

We also have preliminary numbers for the Judgment Day PPV and how it performed compared with last year's show.

We also have our usual weekly features, including the most detailed look at the ratings of the major shows, including what segments gained and lost viewers, results from the major league arena events over the past week, and the major

TV show reviews.

Also in this week's issue:

- 80s and 90s star needs emergency surgery and career looks to be over
- Two big names for more than 20 years talk about doing a career vs. career main event on a major show later this year
- Unique match where all six wrestlers opposed their real life brother
- Retirement of a Hall of Famer and another says he's slowing down and may never wrestle outside his home town
- International promotion signs up with a Canadian company to market house shows, English language television, PPVs and merchandise in the U.S.
- WWE pulls wrestler from a major show for interesting reasons
- A look at the All Japan junior heavyweight tournament
- Heavyweight vs. junior heavyweight champion match takes place this past week
- Motor City Machine Guns lose belts in Japan
- Former ECW champ set to have a program with current IWGP champ
- First news on the G-1 Climax tournament
- Former promoter sentenced to a year in jail
- Update on Brian Blair's situation
- Update on Roddy Piper's legal situation
- Internal predictions for UFC 100
- Newest members of UFC Hall of Fame
- UFC gets gigantic television breakthrough
- Lots of new UFC matches and big shows for the rest of the year
- WWE's biggest star (according to Vince) and one of UFC's biggest stars hit it off
- UFC may sue rival promotion
- Update on next Strikeforce show and next Affliction show

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.

--A ton of interesting reaction to last night. I'm going to give my old boxing speech with a little bit of a twist. Anyone who has ripped on every athlete who at times shows unsportsmanlike like behavior can say anything they want about Brock Lesnar and that's fine. For those who think that it is going to mean more people will tune out UFC than people he has hooked as fans who want to see him get beat, you are probably as dead wrong as the people who said the same thing about Ali. For those who think Lesnar was a disgrace to the UFC for doing WWE antics, read a real history lesson of how the sport got popular. Ken Shamrock and Royce Gracie doing WWE interviews, and the funny thing is nobody was more arrogant on his interviews than Gracie, but he was small and beat big guys at first so he backed it up and became the first legend. Shamrock and Tito in 2002 saved UFC when it was one step from death. Did they save it because they were the top two fighters in the world on that night and all these sports fans wanted to pay to find out who was really No. 1?

No. They saved it because they went on "Best Damn Sports Show Period" and cut pro wrestling promos on each other and with no television at all, 150,000 people bought their PPV match, and the UFC owners realized that there was potential in this money losing outfit.

The real history that all the UFC historical retrospectives left out, was that it was the TV shows the two weeks before the Leben vs. Koscheck fight on Ultimate Fighter that was the real building blocks for the success of the sport, not the Griffin and Bonnar fight as has been reported in many places over the past week. Leben vs. Koscheck in a taped match in front of a dozen people in a warehouse like gym drew a higher rating than Griffin and Bonnar did.

In no way do I want to diminish that Griffin-Bonnar was the perfect fight on the perfect night and in the long-term helped more, because they delivered the great fight as opposed to just the great hype that delivered television ratings, but disappointed in the end. What was Matt Serra before Montreal? What was Frank Mir and Michael Bisping this past week? Play some tapes of Ali's promos for Frazier.

There are a lot of very good reasons not to like Brock Lesnar. But whatever media and Hardcore backlash there is against him, which admittedly is some of the most entertaining stuff in a long time, is because he's a former WWE wrestler, not for anything he did. Tank Abbott flipped off fans, and said he was sexually aroused when watching a replay of his match with Paul Varelans. Was Lesnar doing it anymore than Tito Ortiz and his Gay Mezger is my bitch T-shirt, or his grave digging, and take Ortiz out of the history of this sport (and some people are attempting to do that as we speak), and 2006's records never exist. Take 2006 out of the sport's history and you're at a completely different level of interest, media acceptance and CBS, Showtime, and others never get into this game in the first place. The most important fight in getting mainstream interest was a crap third fight with Ortiz and Shamrock. Buy rates mean something to company profitability, but in the media world, ratings are king, because it's a world they understand. What very slowly got the mainstream media into MMA, and as Dana White likes to remind me, took me from one place in life to another, is the media couldn't deny the ratings of the Ortiz-Shamrock match in 2006 on Spike when in 18-34 males it beat several games of that year's World Series. Was that the two best fighters in the world vying to see who was really No. 1? No, it was just a match that the two combatants and the promotion made people want to see more than any other match up to that point in history. And those viewers seeing that crap fight were so turned off by it, that a few months later, when the natural build led to Ortiz vs. Chuck Liddell, the company's bank account grew like never before.

We watched people piss in beds and piss in fruit and jack off on sushi, and guess what, more people still watched last night's PPV than any non-boxing event in history most likely. But some guy cutting a WWE-style promo, which Frank Mir and Michael Bisping both did better than he did on television over the past week, is going to turn off more people than he turns on. Hell, if guys in WWE were cutting WWE style promos as good as Mir, Bisping and Lesnar, WWE would be the one whose business would be turning around. When you actually think about the argument, it's almost absurd.

Could it hurt sanctioning in New York and Massachusetts? It's a weird world we live in and anything is possible. In a logical world, that punch Dan Henderson threw was 100 times worse, but you never know how things can mushroom. But I'm guessing it will have no effect. But you never know.

If you are consistent in your beliefs, that's cool. If you're a reactionary fool on this one, calm down and look at the world, and sports in general. When boxing people say what Lesnar did was worse than anything Mike Tyson did, I'm baffled. Did he bite a man's ear off? Did he threaten to eat any children? He cut the best and most talked about promo of his life and what will be the single most talked about promo of the year. And that's bad? Why, because he came from WWE? Why don't they blame the University of Minnesota while we're at it. Is anyone aware of how Lesnar acted as the U of M wrestling matches during his junior and senior year when they had dual meets against the other powers and fans booed him out of the small gyms? Dana White can say Lesnar was acting, and he has to, but he was just being himself, ratcheted up a few notches, because he is in the sports business, which is why he trained his ass off. But he's in the entertainment business, which is why 1 million or more people plucked down \$45 last night.

Why is he now the biggest PPV draw in the world since Oscar De La Hoya is now retired? And by the way, when Oscar De La Hoya set his record two years ago, answer this question: Was the reason he set the record because he had an adversary who was or wasn't playing a villain role on purpose to drum up interest in his match?

Because Lesnar became a celebrity from WWE, and because of that, a lot of people like paying to see him fight, either to beat people up, or to get beat up. Who drew more new fans to the sport this past year, St. Pierre, Anderson Silva, Fedor or Lesnar?

Some great athletes really aren't nice guys. But that doesn't diminish them as athletes, nor hurt their sport one iota. In the plethora of stories, how many people mentioned how many new fans Lesnar has made for UFC with his fight with Mir and fight with Couture getting hundreds of thousands of first-time buyers? One of the key reasons UFC 100 is going to set records and has already started setting them even before the first PPV returns have come in, is because Brock Lesnar came from WWE and he can really fight. Guess what? The fact that some people look their noses up or have nervous breakdowns about the latter part of the statement is exactly the emotional reaction that makes him so valuable to the sport in the first place. No, it's not the WWE. You have to really be able to fight.

What Lesnar did by ripping on Bud Lite, particularly come so soon after the Dana White/Loretta Hunt deal, was absolutely bad for the company. That's the company's leading sponsor, and if I was Dana White, I'd be furious over that one. That was stupid, but I doubt Lesnar was aware of the White/Hunt thing and how everything went down from that. He was just trying to be funny, and actually, if it wasn't the lead sponsor and the timing wasn't absolutely horrible, it would have been funny. Hell, that was the one thing he said that almost the entire crowd cheered and laughed at live. But that line also had zero impact on fans paying money to see him beaten the next time he fights.

But for every MMA fan who criticizes Lesnar's behavior as bad for the sport, it was not even within an earshot of the two worst things of this past week. Just in the last few days, what did Quinton Jackson do a reporter? And then the professional fighter as opposed to a blowhard pro wrestler nearly got into a fight with another fighter at the show last night? Has Lesnar ever got in a situation while at ringside at a UFC show that he ever nearly came to blows with someone? And it's not like Jackson had a spotless track record over the last year. Or what if Lesnar did what Dan Henderson did, which was something a whole lot more significant?

But it got nowhere near the reaction. It's all about emotion and frame of reference. GSP is a babyface that people wanted to see win, and they were happy to see him do the right game plan to achieve his victory. Dan Henderson was there to shut up a loudmouth Brit who was obviously playing a role. And he shut him up, and then shut him up once time extra for bad measure. Lesnar was a heel people wanted to see lose, and were furious to see him succeeding with a game plan that was working. All of those elements were part of the emotions of the night. The goal, in the end, is to make people care.

The history of what has drawn the biggest PPV numbers, what made the sport and saved the sport is a lesson very much worth examining for anyone arguing about what is good or bad for the future of the sport. That duality of the reaction of the crowd live, and a large percentage of those who complained about Lesnar's tactics (but not all), says something pretty significant about MMA and its fan base.

That's not even a bad thing. But it's simply accepting the truth of what all of this is, as opposed to people who live in the world of pretend. And then somehow complain about pro wrestling.

--In the top 100 things being searched for on the Internet on Google as of a few hours ago:

2. Lesnar vs. Mir
4. UFC 100
7. Rena Mero
9. Lesnar interview
11. Fedor
13. Dan Henderson vs. Michael Bisping
16. Georges St. Pierre vs. Thiago Alves
18. Henderson knockout
20. Jonny Jones vs. Jake O'Brien
39. UFC post fight press conference
41. Mark Coleman vs. Stephan Bonnar
59. UFC results
68. Shane Carwin
95. UFC 101
99. Brock Lesnar UFC 100

That's not a sports list. That's everything in the world. Gatti's wife is No. 1. Aside from stuff related to Gatti and UFC 100, there is nothing else in the top 100 related to sports.

--UFC 100 was also the No. 1 topic talked about yesterday on Twitter

--Coverage of Lesnar was also the No. 1 news item of the day on Yahoo! at one point today

--Web site buy rate predictions

- | | |
|----------------------------|-------|
| 700,000 to 800,000 | 4.0% |
| 800-900,000 | 1.5% |
| 900-1 million | 2.9% |
| 1 million to 1.1 million | 7.2% |
| 1.1 million to 1.2 million | 8.5% |
| 1.2 million to 1.3 million | 16.7% |
| 1.3 million to 1.4 million | 17.1% |
| 1.4 million to 1.5 million | 14.8% |
| 1.5 million to 1.6 million | 12.4% |
| 1.6 million to 1.7 million | 3.9% |
| 1.7 million to 1.8 million | 1.4% |
| 1.8 million or more | 9.5% |

Anything over 1.5 million and Dana White has to do a backflip off the Mandalay Bay Events Center.

Who is the greatest welterweight champion ever?

- | | |
|---------------|-------|
| GSP | 51.0% |
| Matt Hughes | 38.6% |
| B.J. Penn | 3.6% |
| Pat Miletich | 3.1% |
| Matt Serra | 2.1% |
| Carlos Newton | 1.6% |

Who was the biggest pro wrestling star of the first half of the 20th century?

- | | |
|----------------------|-------|
| Lou Thesz | 38.5% |
| Gorgeous George | 31.1% |
| Ed "Strangler" Lewis | 12.3% |
| Frank Gotch | 9.7% |
| Jim Londos | 4.8% |
| Whipper Billy Watson | 2.2% |
| Yvon Robert | 0.8% |
| Bill Longson | 0.2% |
| Earl Caddock | 0.2% |
| Joe Stecher | 0.1% |

Very clearly the two most underrated drawing cards in history are Jim Londos and Bill Longson

Lou

--Police have detained Amanda Rodrigues Gatti, the wife of Arturo Gatti, as a suspect in the death of the famous boxer yesterday. The 23-year-old wife of Gatti was taken into custody when police believed there were too many contradictions in her testimony. Authorities are planning on presenting formal charges against Gatti. Police became suspicious when Amanda could not provide an explanation of how she spent ten hours in a hotel room with her husband before noticing

he was dead. There were reports that the couple was fighting and drinking on Friday night.

--Pro Wrestling Fusion on 8/22 in Daytona Beach at the Coliseum at North Beach with Awesome Kong, Too Cold Scorpio, Dark City Fight Club, The Shane Twins and Prince Laukea. They also run 8/1 in Temple Terrace, FL at the Rec Center

--Wanderlei Silva appears as a special guest on the 7/24 Wild Bill's Fight Night show in Atlanta, which has 12 live fights.

--The Fedor/Dana White story in Time Magazine is at <http://www.time.com/time/arts/article/0,8599,1909703,00.html>

--CHIKARA on 7/31 in Reading, PA with The Colony vs. The Order of the Neo Solar Temple at the Riverside Beneficial Association

--Ed Loredó with Paul Lazenby at <http://www.blogtalkradio.com/Edward-Loredó>

--A funny story on the five worst haircuts in pro wrestling, listed as Tyson Kidd, Kane, Molly Holly, Jimmy Jacobs and Luna Vachon, is up at <http://tuccioholic.com/haircut.htm>

--American Steel Cagefighting on 7/31 in Salem, NH at the Icenter headlined by Nate Lamotte vs. Doug Gordon

--Alex Marvez on Brock Lesnar's antics at <http://msn.foxsports.com/boxing/story/9798494/Lesnar-loves-being-UFC%27s-biggest-villain>

--More on Lesnar at <http://www.cbssports.com/mma/story/11946109> .

--And more at <http://nbcsports.msnbc.com/id/21878284/ns/sports-other-sports/>

--Leaving Las Vegas, the story had a big color photo of Lesnar on the front page of the Review-Journal

--Lorenzo Fertitta at <http://www.lasvegassun.com/news/2009/jul/11/ufc-co-owner-addresses-fans-e-xpo/> He confirmed signing Mirko Cro Cop to a three fight deal.

--Kevin Eck has a series of interviews with Van Hammer about how he got in the business, got his immediate push, his years in WCW, his substance abuse problems and more at http://weblogs.baltimoresun.com/sports/wrestling/blog/2009/07/post_4.html

--Former WWE writer Alex Greenfield has a TV show called "Meteor" airing tonight on NBC at 9 p.m. It's a disaster movie starring Christopher Lloyd, Billy Campbell, Jason Alexander and others. You can see a trailer at <http://www.nbc.com/survival-sunday/>

--Chris Jericho talks about The Beatles visit to the Philippines in 1966 at <http://asia.cnet.com/blogs/babelmachine/post.htm?id=63012119> He and Miz also continue their deal.

--The new season of Big Brother started on CBS this past week and one of the contestants claims to be a professional MMA fighter

--If you haven't seen enough Dana White promos, here's another at <http://video.telegraph.co.uk/services/player/bcpid3347407001?bclid=1326159103&bctid=29012753001>

--Oh dear God at <http://www.latimes.com/sports/la-sp-simers-ufc12-2009jul12,0,3013466.colu mn>

--Mark Coleman's post-match promo at <http://www.ufc.com/index.cfm?fa=videoPlayer.home&gid=21187>

--Kurt Angle's movie career and a look at wrestlers in movies is at <http://www.filmsinreview.com/2009/07/05/interview-kurt-angle/>

--In Your Face Wrestling on 7/18 in Queensbury, NY at the Adirondack Sports Complex

--What may have been the inspiration for Ron Killings' new character is at <http://www.youtube.com/watch?v=HkxyLDO5maY> (thanks to Adam Mingione)

--The only Dory Funk vs. Terry Funk singles match ever, held in 1981 in the finals of the tournament to crown the International heavyweight title, which went nearly one hour, is at <http://www.dory-funk.com>

--Newsweek has a story on Bonnie Hammer and the success of the USA Network, which includes quotes from Vince

McMahon, at <http://www.newsweek.com/id/206261>

--Pro wrestler reacting to Brock Lesnar at <http://www.examiner.com>

--A story on Bud Osborne, a former wrestler throughout Canada in the 60s and 70s, who passed away on 6/21, at <http://www.edmontonjournal.com/sports/wrestler+fans+loved/1780845/story.html>

--Wxw from last night in Mannheim, Germany before less than 150 fans: Terry Frazier b Mark Haskins, Karsten Beck b Carnage, Bad Bones b Joel Redman, Steve Douglas & Sternau b Axeman & Bernd Foehr, Tommy End b Emil Sitoci, Absolute Andy b Sha Shamuels (thanks to Timo Knopf)

--Vyper Fight League on 7/18 in Louisville at Vypers Pit Arena (the Danny Davis Arena) in Louisville

--Shane Shamrock Memorial Cup from last night in Dundalk, MD before 400 fans: Team Macktion b Ryan McBride & Teddy Stigma, Cobian b Bruiser, Rehobeth Beach Crew over Sugarmask & Stevie Richards, Cole Calloway & Rhett Titus and D.J. Hyde & Dino Devine to win the tag titles, Quenan Creed b Cloudy, Aden Chambers b Ray Alexander, Adam Carelle b American Marvel, Kenny Dykstra b Cheech, McBride b Stigma, Daffney b Roxie Cotton, Jake Manning b Caleb Konley, Ruckus over Christian York and Josh Daniels, McBride b Kirby Mack, Creed, Chambers Carelle and Dykstra to win Shamrock Cup

--1PW from last night in Sheffield, England: Jerry Lynn b El Generico, Sterling James Keenan b Doug Williams, Colt Cabana b Johnny Kidd (70s legend), Project Ego b Kevin Thorn & Dragon Aisu, Adam Curtis Stable b Britrage & Lionheart, Nigel McGuinness b Johnny Moss, Darkside b Joe Egan in an MMA vs. boxer match that died live, Martin Stone b Abyss-DQ in a 1PW title match by Stone retained. Bret Hart was there and gave a speech during intermission. (thanks to Matt Barker)

--Insanity Pro Wrestling on 8/1 in Indianapolis at the Fountain Square Salvation Army Corps featuring Jimmy Jacobs

--There is a fight party on Friday night in Kennesaw, GA at Cowboys at 8 p.m.

--NWA Anarchy from last night in Cornelia, GA: Todd Sexton b Kareem Abdul Jamar, Malachi b Bo Newsome, Veterano IV b Mike Posey, Steven Walters & Derrick Driver b Dany Only & Stryknyn, Azrael b Iceberg-DQ, Mike Mosley & Andrew Alexander b Dustin Knight & Anthony Henry, Bordie Chase b Orion Bishop, J.T. Talent & Drew Pendleton III b Billy Buck & Chris King, Ace Rockwell b Shaun Tempers, Mikal Judas & Truitt Fields b Phil Shatter & Kimo-DQ (thanks to Larry Goodman)