

WIN A PAIR OF UFC TICKETS • KATHERYN WINNICK • UFC SALUTES THE TROOPS



STAR OF THE A-TEAM AND THE OCTAGON

RAMPAGE

QUINTON JACKSON
BACK ON
THE WARPATH

GRINDING WITH
FANTASY FACTORY'S

ROB
DYRDEK

RASHAD
EVANS
SUITED FOR
BATTLE

BREAK
SOME
BALLS!
HIGH-TECH
PAINTBALL GEAR

SHANE
CARWIN
GUNNING FOR
BROCK LESNAR

COLLECTOR'S
EDITION
FOLDOUT
COVER



+

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2010

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QUINTON JACKSON: I'M GETTING THAT BELT BACK. RASHAD, I'M GETTING THAT BELT BACK.

RASHAD EVANS: YOU'RE GETTING KNOCKED THE %*&@ OUT. I'M NOT GETTIN' KNOCKED OUT, BABY.

YOU GETTIN' KNOCKED THE %*&@ OUT. I'M GETTIN' THAT BELT BACK. YOU GETTIN' KNOCKED THE %*&@ OUT. I'M GETTIN' THAT BELT BACK. YOU

GETTIN' KNOCKED THE %*&@ OUT. KNOW IT. LET'S DO IT. LET'S DO IT. YOU AIN'T GETTING \$&*! SEE IT,

THINK ABOUT IT. YOU GETTIN' KNOCKED OUT. SEE IT. RAMPAGE'S GETTING HIS BELT BACK. RASHAD, SEE IT. YOU AIN'T GOING TO SEE IT. HAPPEN. YOU ABOUT TO WALK AWAY CRYIN'.

IT'S GONNA HAPPEN. IT'S GONNA IT'S GONNA HAPPEN.

IT'S GONNA HAPPEN. YOU'LL BE CRYIN' LIKE TIMES BETTER THAN WHAT I WAS TODAY.

A &!%*#. I'M GONNA BE 100 CRYIN' LIKE A &!%*#.

WATCH! CRYIN' LIKE A &!%*#. WATCH! YOU

CAN'T BE BETTER. WATCH!

YOU CAN'T BE BETTER. YOU JUST SAW ME

FIGHT OVERTAINED. THAT'S

ALL YOU GOT. I KEPT TRAINING AFTER MY

LAST FIGHT. OK. OK. I'LL BE

WELL-RESTED FOR YO' ASS. WE'LL SEE.

WE'LL SEE. I'M GONNA KNOCK

YOU CLEAN OUT. GOOD. GOOD. THAT'S MY

BELT. I'LL GIVE YOU THE FIRST

PUNCH, %#@&^\$@*&!\$. THAT'S MY BELT.

I'LL GIVE YOU THE FIRST PUNCH.

OK. I'LL GIVE YOU THE FIRST PUNCH. DON'T

SAY THAT, RASHAD. I'LL PUT MY

&\$*!&\$^ HANDS DOWN. DON'T SAY THAT,

RASHAD. I'LL PUT MY HANDS

DOWN. I DON'T WANT IT. YOU AIN'T GOT

\$#%! I DON'T WANT IT. I WANT IT

FAIR AND SQUARE. OK. COME

YO' BEST, BABY. I'M A BE

MY BEST. MUCH LOVE.

MUCH RESPECT. I'M A

BE MY BEST. HEY!

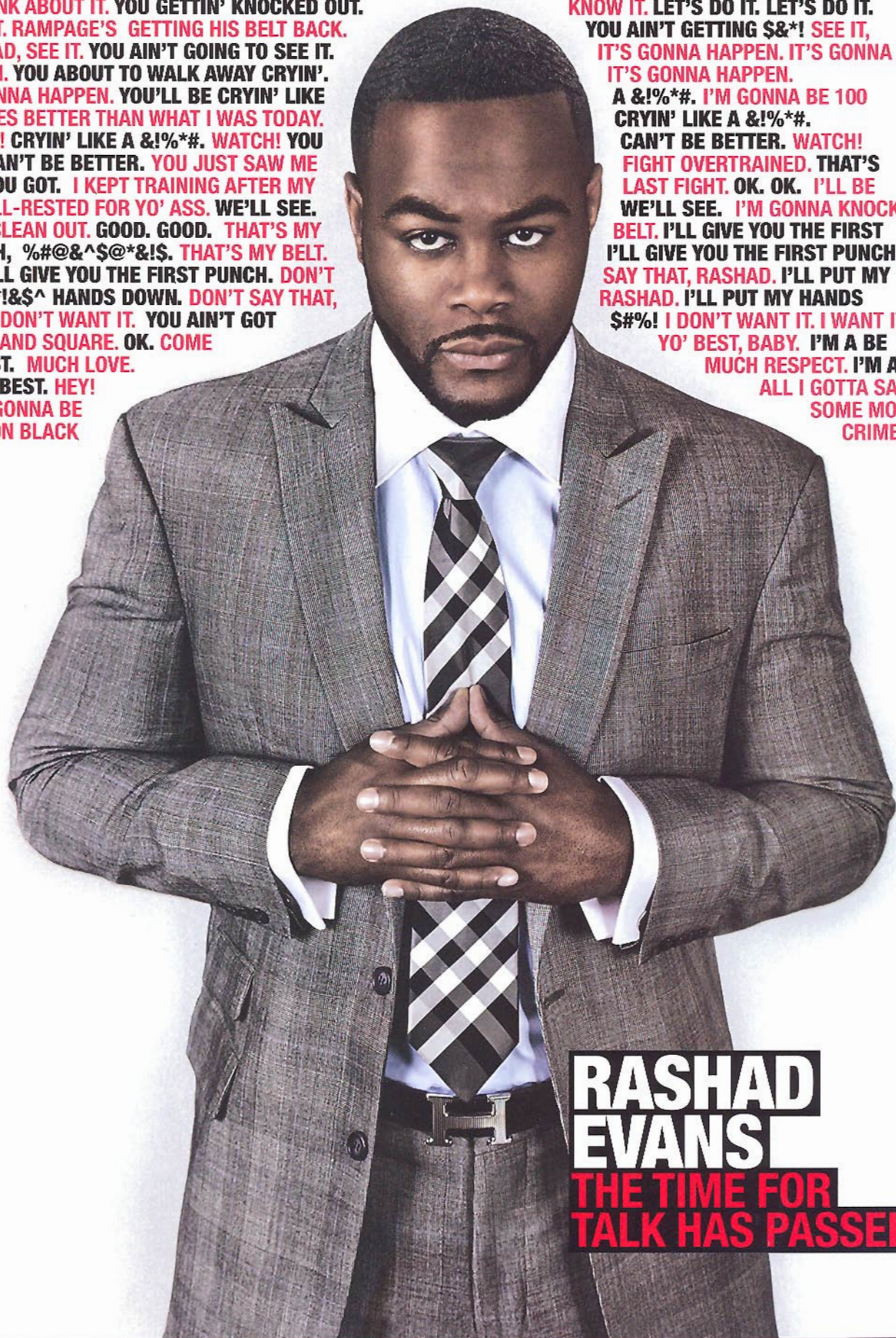
ALL I GOTTA SAY!

THERE GONNA BE

SOME MORE

BLACK ON BLACK

CRIME!

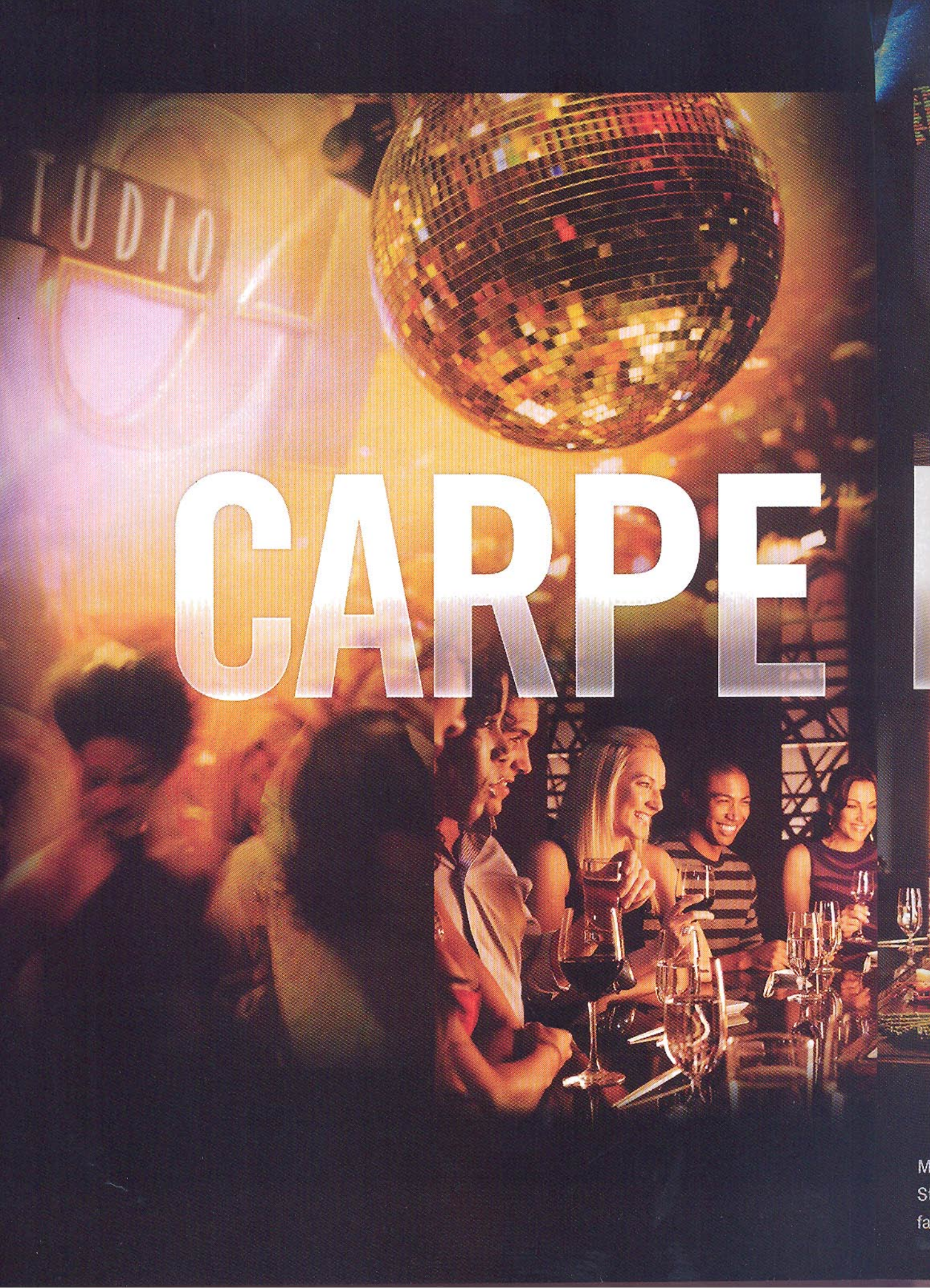


**RASHAD
EVANS**
**THE TIME FOR
TALK HAS PASSED**

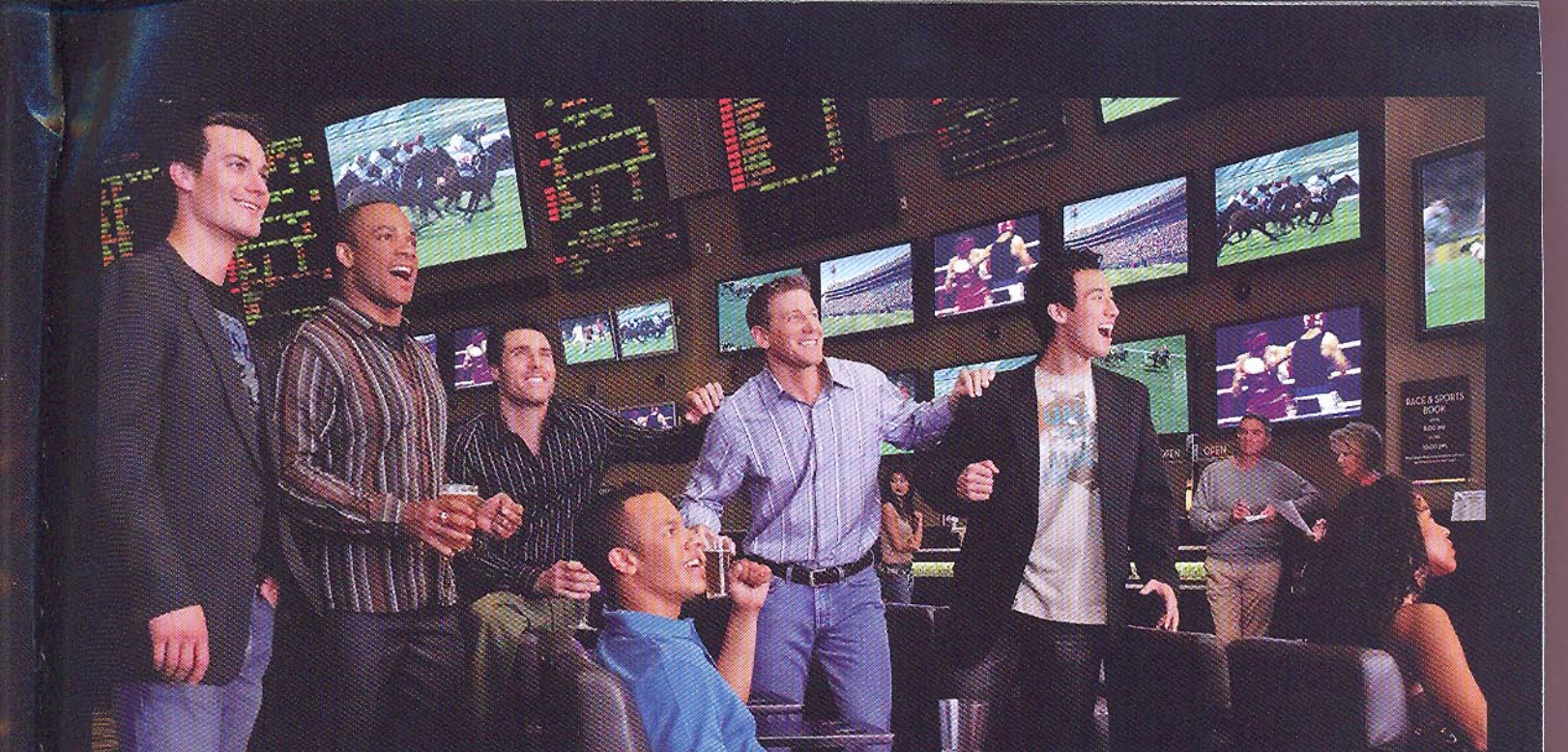
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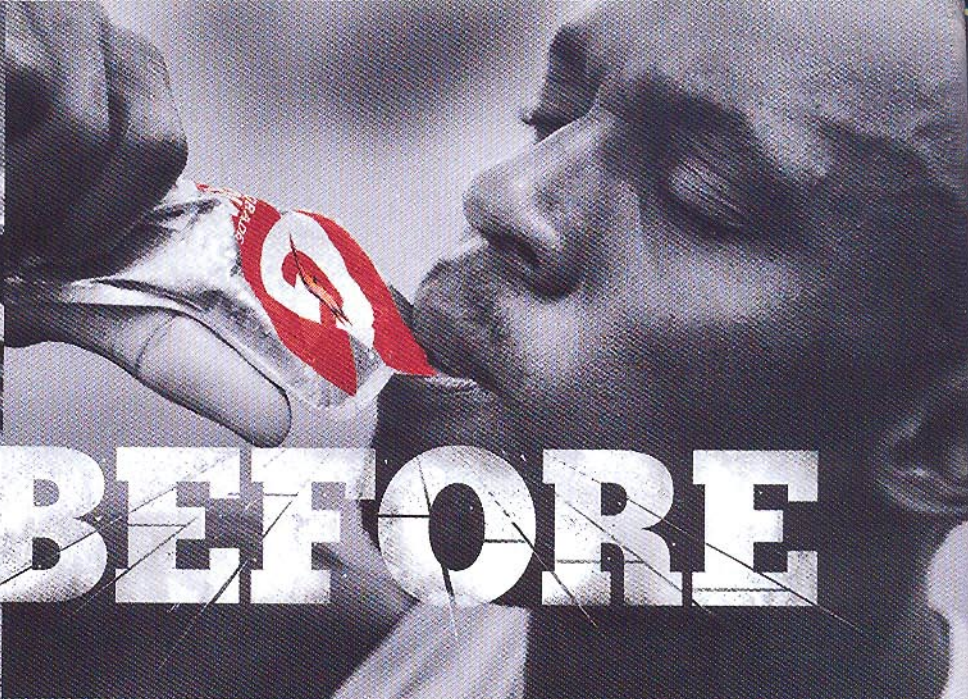
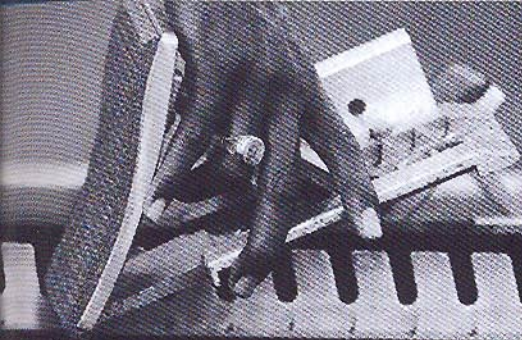


NOCTEM.

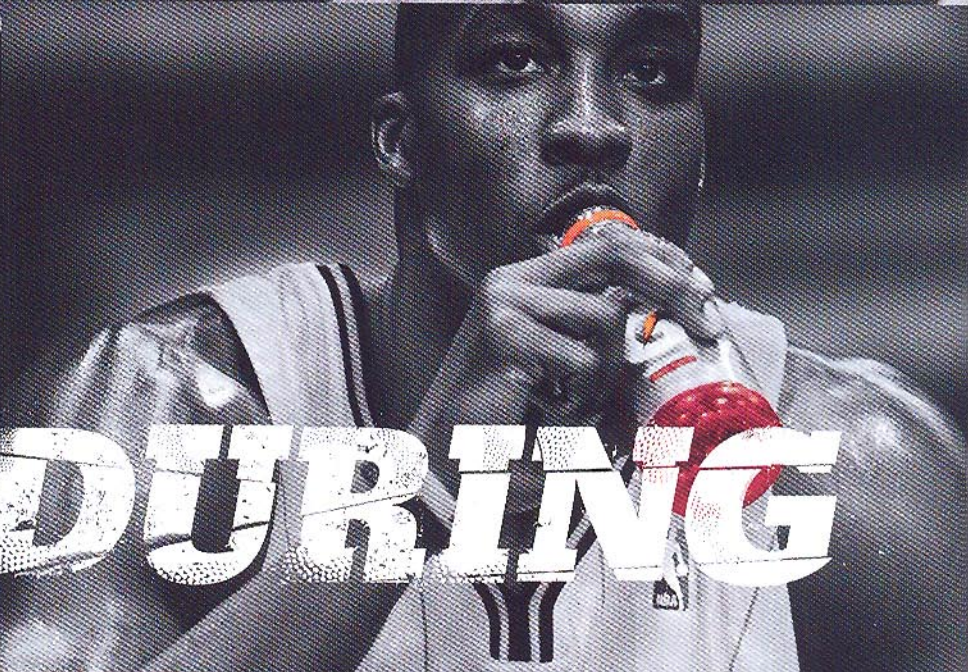
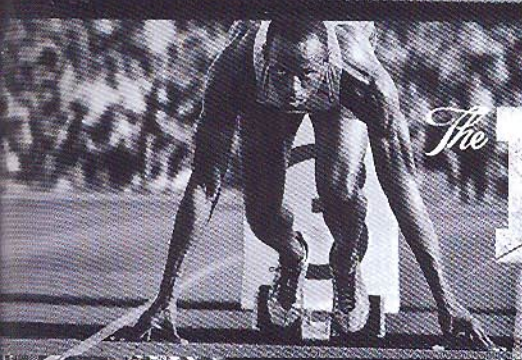


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The **BEFORE**



The **DURING**



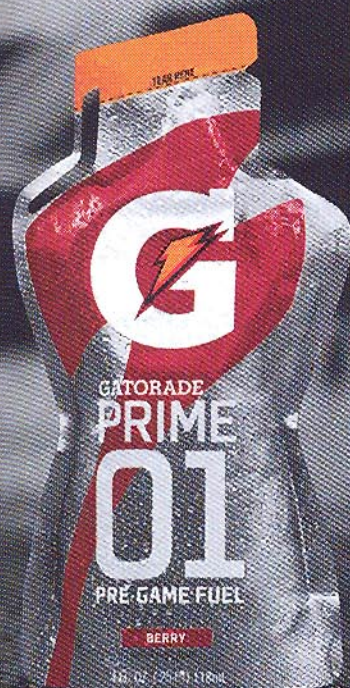
The **AFTER**



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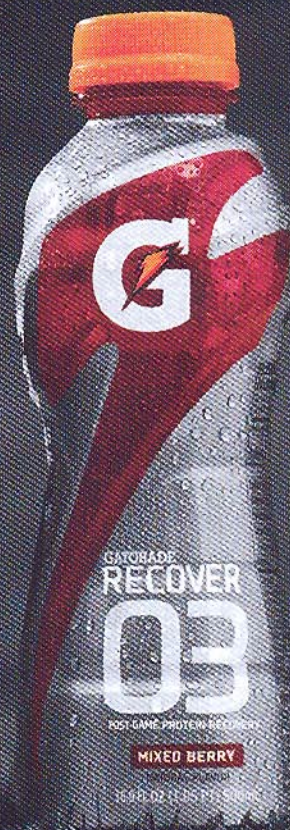
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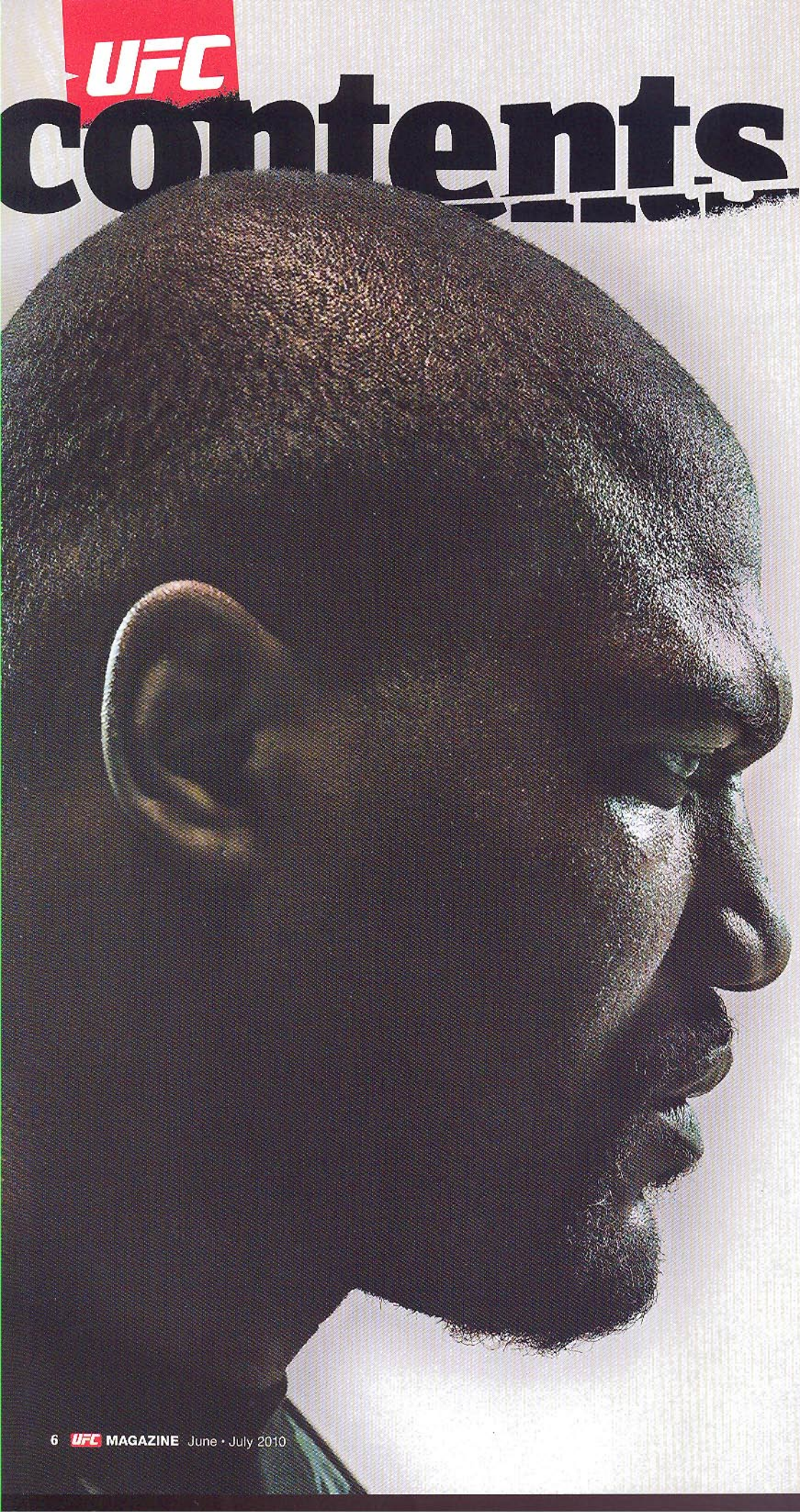


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SOLDIER OF FORTUNE

Quinton "Rampage" Jackson doesn't fight (or even act) for fame or glory. But a paycheck sprinkled with a little revenge goes a long way.

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FOLLOW ME!

A lot of pro sports leagues try to curb the use of social media. There are more than a few reasons the UFC would rather run right at it.

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BOMBSHELLS

We re-created the pinup girls that rode shotgun on the sides of bombers in WWII. Enjoy the view.

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THE SUBSTITUTE

When Rich "Ace" Franklin steps into the cage against Chuck Liddell at UFC 115, it will be just another job.

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COLLISION COURSE

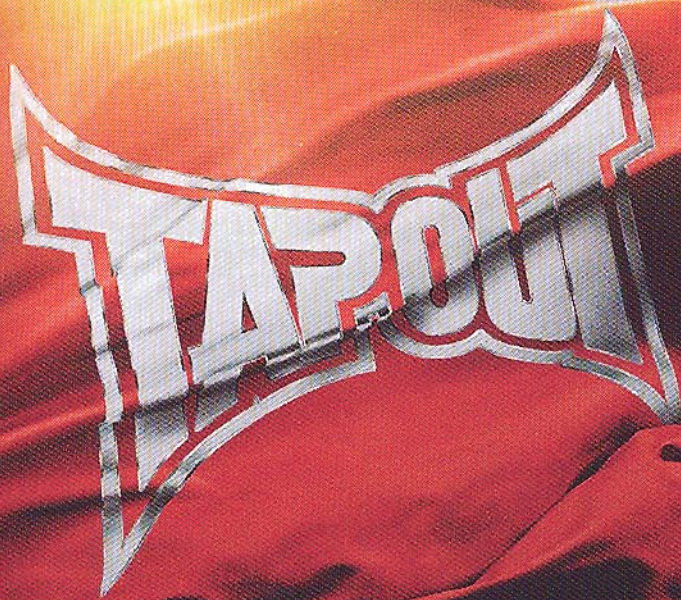
In our fashion feature, "Suga" Rashad Evans gives a few pointers on looking good while talking smack in the cage.

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Former light heavyweight champion Quinton "Rampage" Jackson



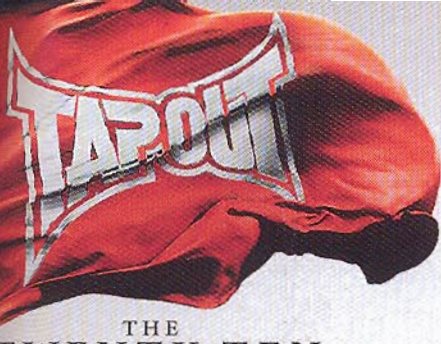
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THIAGO "THE PITBULL" ALVES

departments

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Bombshells

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Elbows, not so delicious



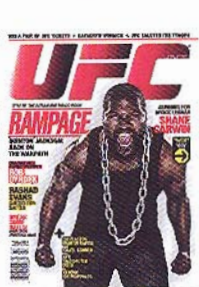
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Rob Dyrdek

ON THE COVER

Quinton Jackson photographed by Levon Biss, April 8, 2010, in Warrington, England

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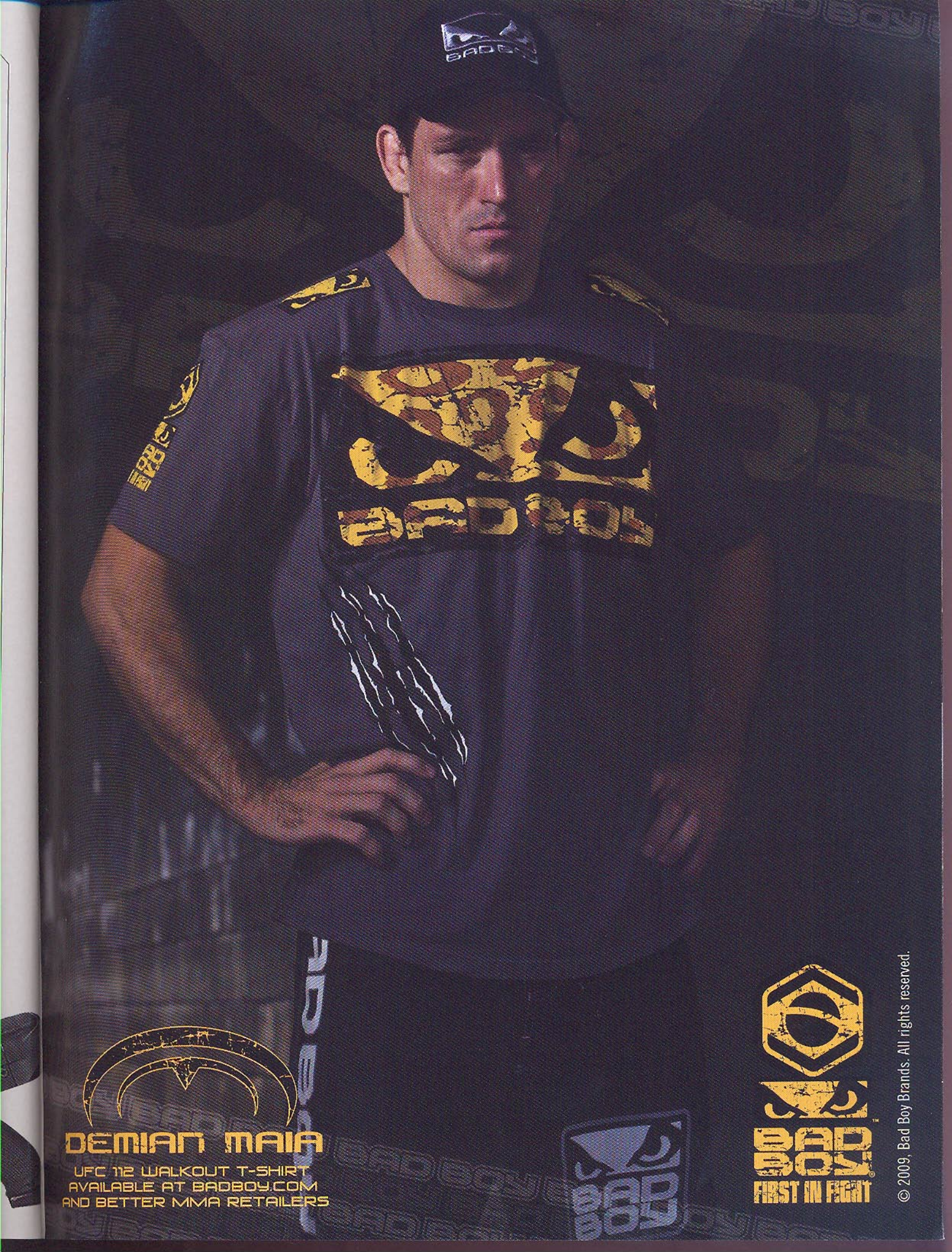
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Trade some paint.

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The advent of a new era in the sport of Mixed Martial Arts is upon us. Supplementation, nutrition and training have come full circle to change the fight game forever! More and more fighters aren't just bringing perfect technique to the cage, but are crafting their bodies into fine-tuned fighting machines – making the sport faster paced and more competitive than ever before! Just like other pro sports whose athletes evolved through time, getting bigger, stronger and faster, the MMA world has followed suit. What is the true difference maker? Supplementation.

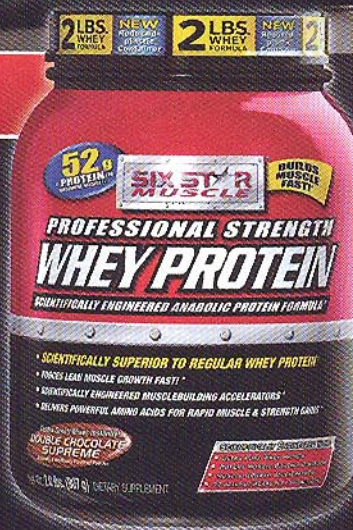
In fact, Six Star® Muscle is one such pioneer that has engineered a scientifically advanced Whey Protein and Creatine stack designed to take your performance and recovery to the next level. Together, this high-octane

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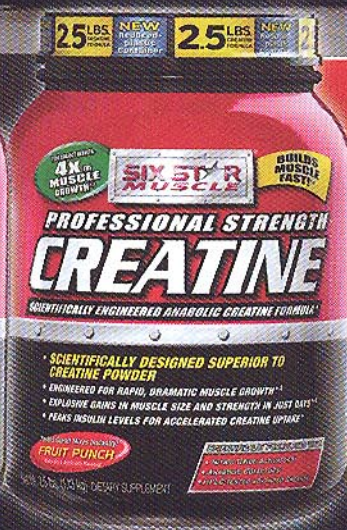
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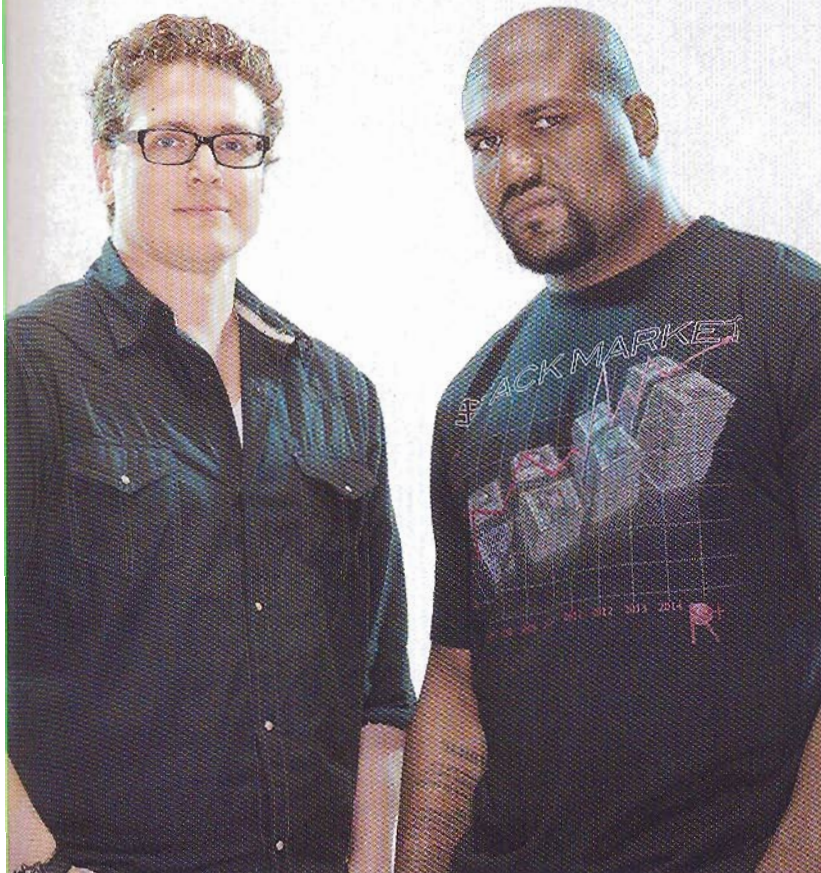
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*In a six-week study, subjects taking the key ingredients in Six Star Muscle Whey Protein gained, on average, 340% more muscle than subjects using a placebo (8.8 vs. 2.0 lbs.). *In a separate 10-day study, subjects using the key ingredient in Six Star Muscle Creatine increased their average strength capacity by 18.6%. †In one 3-week study, subjects taking the key ingredient in Six Star Creatine powder gained, on average, 4 times the lean mass than subjects taking a placebo precisely calculated using calibrated skinfold calipers (4.84 vs. 1.1 lbs.). © 2010.

April 8, 2010
WARRINGTON, ENGLAND



Quinton "Rampage" Jackson's base for training camp, Wolfslair MMA, is strictly a fighter's gym. Surrounded by scrap yards and machine shops in the small English town of Widnes, Wolfslair isn't the type of place you're going to see local moms taking an afternoon kickboxing class. For "Rampage," coming off the filming of *The A-Team* and all the attention that comes with playing the role of B.A. Baracus, it's the perfect location for him to get down to the business of training, which, coincidentally, really, really pisses him off. It's no secret that he dislikes training. But Jackson seems to have even a greater distaste for his next opponent, "Suga" Rashad Evans. The feeling is mutual. Their fight at UFC 114 will cap off a trash-talking marathon that started more than a year ago at UFC 96, ran through their season of *The Ultimate Fighter: Heavyweights*, and currently continues on Twitter. As far as publicized feuds go, they're really covering their bases when it comes to media outlets. We gave both fighters a Q&A in this issue and one more forum to say what's on their minds.

We had a great time putting this issue together. Without the fans, we wouldn't be able to put this magazine on the shelves. But I'd like to thank one group in particular: the women and men serving domestically and around the world in the U.S. armed forces. Remember to support the troops this Independence Day, and every day for that matter.

LET US KNOW

what you think of the issue. E-mail us at ufcmag@ufc.com

Seth Kelly

SETH KELLY, Editor in Chief

UFC

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It is not the critic who counts

: not the man who points out how the strong man stumbles,

who says the doer is wrong, who does not

The critic belongs to the man who is actually in the arena,

whose face is marked by dust and sweat and blood,

whose plan comes up short again and again,

who, at the best,

the triumph of high achievement, knows, in the end,

and who, at the worst, if he fails,

at least he fails while daring greatly

that his place shall never be with those cold and timid souls

who knew neither



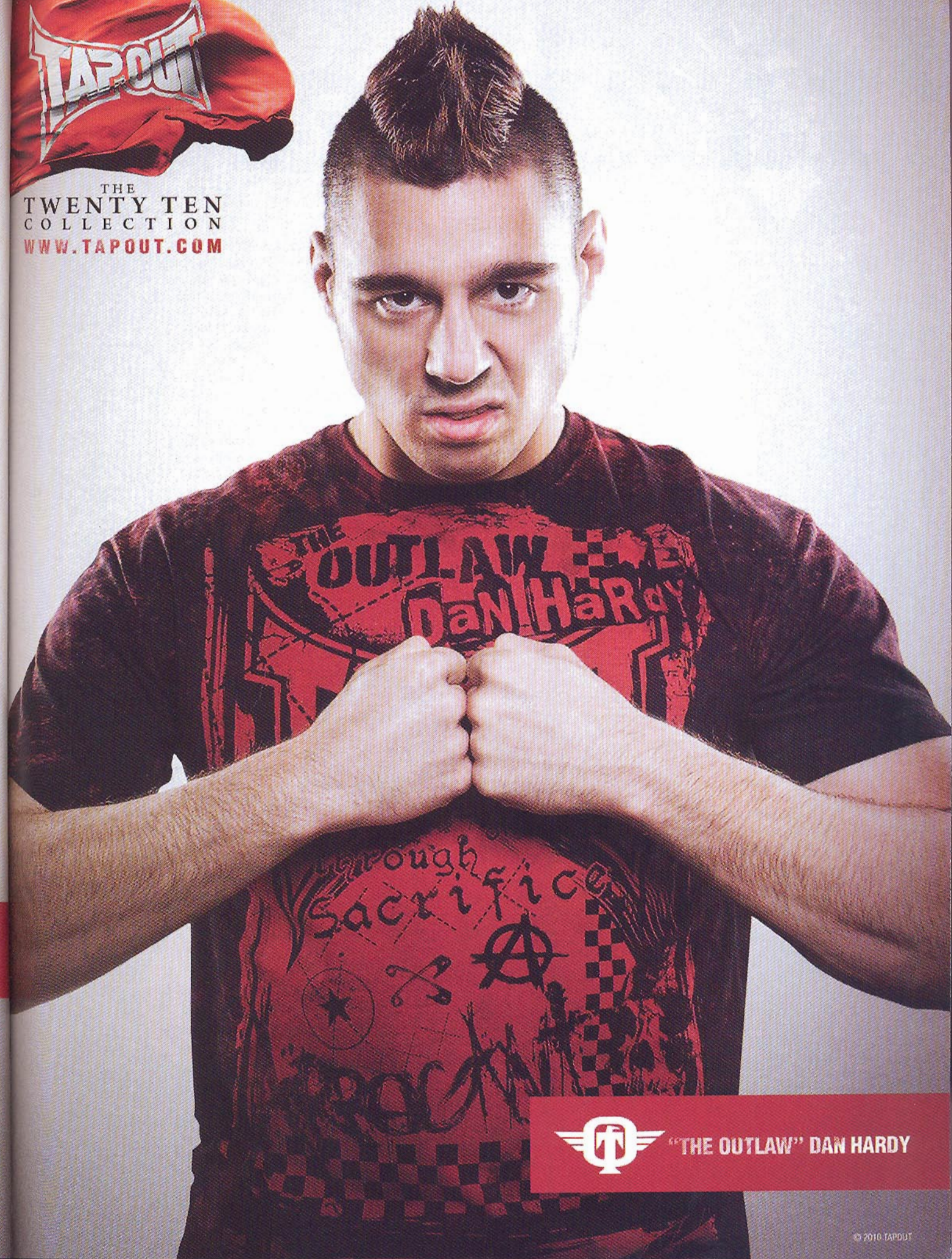
Victory nor Defeat



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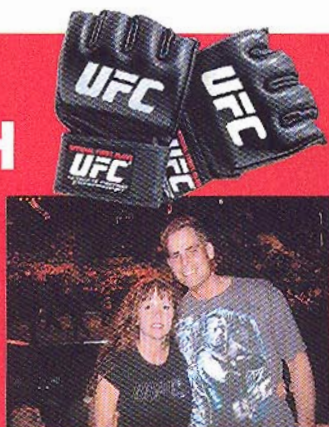
"THE OUTLAW" DAN HARDY

mail sack

WHEN THE READERS SPEAK, WE LISTEN

LETTER OF THE MONTH

On April 7, 1995, I drove from Asheville, N.C., to Charlotte to watch Royce Gracie take on Ken Shamrock at UFC 5 at the Independence Arena (it's now the Bojangles Coliseum). That same night, I ran into an old friend by the name of Joanne, whom I had not seen since college. To make a long story short, I ended up moving to Charlotte, married the girl, and started a family. We attended UFC Fight Night in March, and we had the time of our lives. And to think, 15 years after I first attended that first UFC match, I got to take my wife back to where everything began for us.



RICHARD RODAY
Clover, S.C.

The Octagon is all about bringing people together. We hope you and Joanne enjoy the new addition to your family, an official fight glove signed exclusively for you by Chuck Liddell.

THE CONVERT

My wife, Tasha Silva, is the reason I watch UFC. I used to watch WWE until she told me it was boring and fake. (I knew it was fake.) I changed the channel, and UFC was on, so we watched it and we were like, "Wow." We've been together five years and going strong. If anything, could you just write the quote "Fernando loves Tasha Silva" in your mailsack?

FERNANDO SILVA, via e-mail

Fernando, welcome back from the abyss of pro wrestling. We missed you.

UFC FREAK

Along with being a middle school pastor in North Carolina and a complete freak of nature (I'm five feet tall and about 4½ feet wide), I'm a big UFC fan. I love it all... *Unleashed*, the pay-per-views, *The Ultimate Fighter*, all of it! Since I stumbled across the first issue at my grocery store magazine rack, I haven't missed one. Thanks for doing it, and huge thanks to Dana White for keeping it real.

LUKE LANG, via e-mail

Did you ever see a movie called Braindead? It's a Peter Jackson flick that featured a priest who said he "kicks ass for the Lord." This really doesn't have much to do with your

letter. But once you talk about holy men and fighting it's hard not to make the connection, right? Right.

FULL OF PRIDE

Thanks for putting the old school PRIDE fights back on TV! Wandy, Big Nog, Rampage – all back when they were only fighting in Japan. Your hostess, Kenda Perez, is pretty easy on the eyes too. War PRIDE!

JACK K., via e-mail

The Best of PRIDE Fighting Championships has blown up since it debuted in January. We'll tell Kenda you approve. You can catch new episodes every Wednesday at 11 EST on Spike TV.



Kenda Perez,
host of *The Best of Pride Fighting Championships*



THE POWER OF TWITTER

While waiting in line for the autograph session at UFC 108 I got a tweet from Dana White announcing Forrest Griffin and Stephan Bonnar would soon be signing autographs at the souvenir booth on the concourse at the MGM Grand Garden Arena. An hour later, I was taking a picture with two fighters who put on arguably the best fight in UFC history. What a thrill! See you in Vancouver!

STEVE PETERS
Ferndale, Wash.

If you want to get a deeper look at how the UFC is using social media, read our feature "Follow Me" in this issue.

MY FIRST FIGHT

I was living in the United Kingdom working on my MBA. I had just finished my final paper and knew there was an event, UFC 75 Champion vs. Champion in London. I had some time before returning to my home in Toronto, so I treated myself and took the train down from Edinburgh. The event was everything I thought it would be: big energy, excitement, a crazy crowd, girls, and, of course, great fights. It was a wonderful way to end my time in the UK. Now, we all anxiously wait for the arrival of the UFC here in Toronto.

ERNIE ROBLES
Richmond Hill, Ontario

Believe us, we're anxiously awaiting the green light in Toronto. Thanks for your support!

ALL IN THE FAMILY

I am really happy to have made a connection with my 14-year-old son, Monte, over the UFC. He has suddenly developed such a passion for this sport and is hoping to get involved in training at Duke Roufus' gym in Milwaukee. It's nice to see him excited about something and see the principles of discipline and hard work at their finest.

CHRISTINE "UFC MAMA" SHEGONEE
Oak Creek, Wis.

There's nothing like starting a new family tradition. Make sure that Monte checks out the feature in this issue on Duke Roufus protégé Pat "HD" Barry.



Free Hats!

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mailsack

WHEN THE READERS SPEAK, WE LISTEN

THE LAWMAN

I'm a huge fan of your magazine, and for a living I perform loss prevention. At my store we carry UFC, and just today I caught a shoplifter walking out the door without paying for the magazine. So I got him back to our office, and as I was filling out the report, he asked to read it while he was waiting. I just wanted to fill you guys in on that, and, yes, I let him read it.

CHRIS JENKS

Attleboro, Mass.

Thanks for not drawing your sidearm and squeezing off a few rounds. It is just a magazine, after all.

THANKS FROM OZ

I am writing to say thank-you for bringing UFC 110 to Australia. Two of my good mates and I flew from Perth to see the fight. George [Sotiropoulos] put up a great fight, and Wanderlei [Silva] was awesome to watch. Now,

I am saving up for a trip to hopefully catch Brock Lesnar fighting in Vegas! Cheers.

MICK ROSSI

Perth, Australia

While you're stashing away your cash for your upcoming trip, read up on your countryman George Sotiropoulos in this month's Face the Pain section.

Wanderlei Silva celebrates another win at UFC 111.

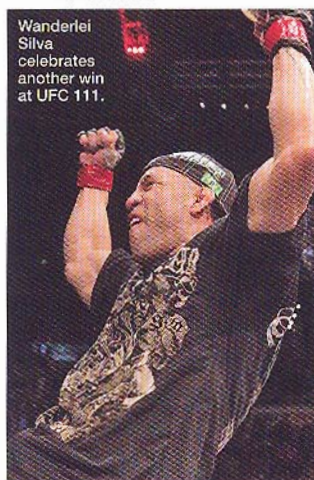


PHOTO OF THE MONTH



Petty Officer First Class Carlos Balarezo, who also serves as the boxing coach on the USS *Harry S. Truman*, sent in this shot of a visit by Rich Franklin. Considering "Ace" is stepping in to fight Chuck Liddell at UFC 115, we think Balarezo should get a glove.



YOU WON CHUCK'S SHIRT!

Well, three of you did. We asked why you deserved an autographed shirt and got every reason from qualifying for the Special Forces to allegedly almost getting run over by Tito Ortiz. Unfortunately, we could pick only three winners from the pool. The one thing the winners have in common? They've got no idea they were even in the contest. Someone else asked for the shirts on behalf of the actual winner. Congrats.

- SGT. ADAM SPRINGFIELD, USMC
- LANCE CPL. (RET.) BRYAN BODROG, USMC
- KRIS BRIDGES



AND THE UFC FAN EXPO WINNER IS...

ROBERT LERMA

Today is your lucky day, Robert Lerma. You answered every question correctly. (And just so everyone knows, while the issue was on the stands, we threw out the first question about the longest title reign since Anderson Silva broke the record.) You were lucky enough to get picked at random out of the pool of everyone who notched a 100% score. Enjoy your trip to Las Vegas for UFC FanExpo and UFC 114.



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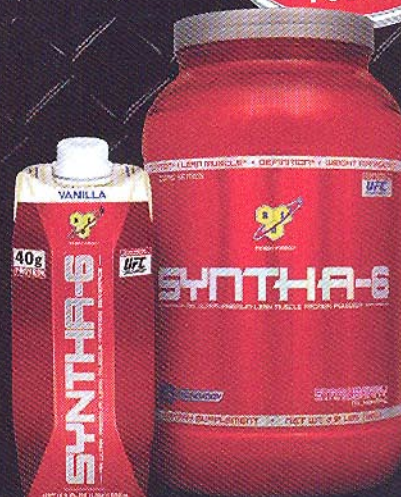
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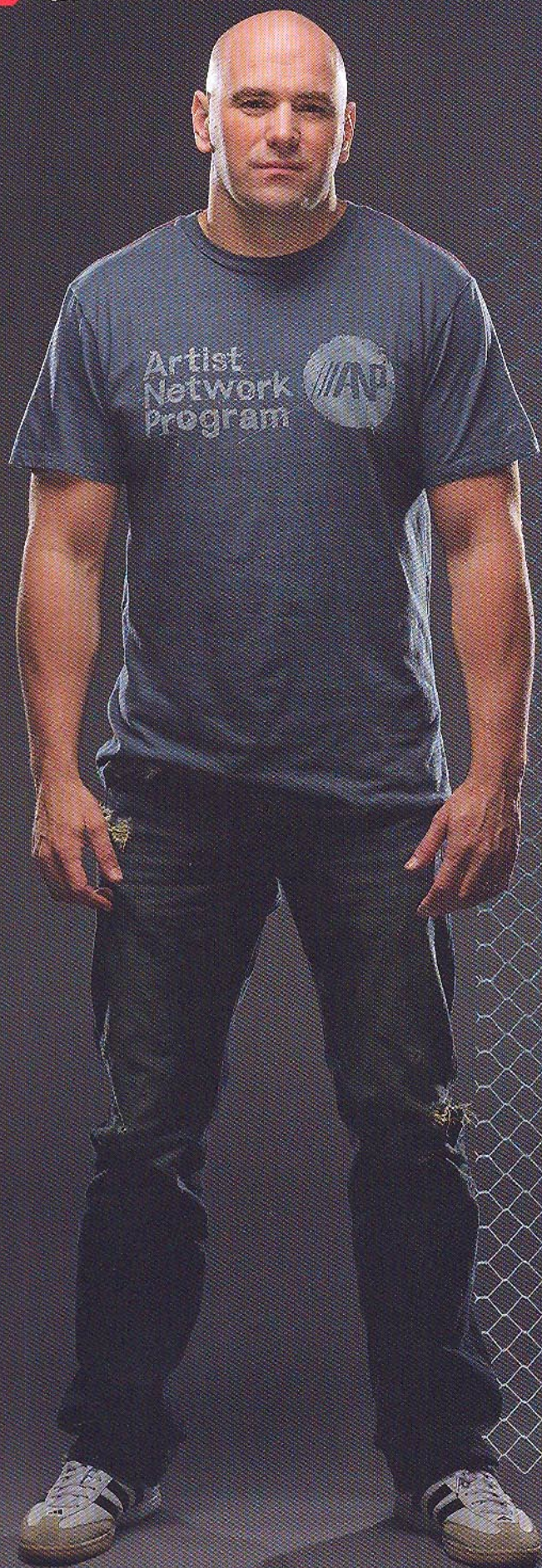
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FROM THE PRESIDENT

It's midway through 2010, and already a lot has gone down in the UFC. We have put on historic shows in Australia and Abu Dhabi, our first in both locations. We've seen Georges St-Pierre and Anderson Silva defend their belts, and crowned a new lightweight champion in Frankie Edgar.

But things are about to get even bigger—literally—with the return of UFC heavyweight champion Brock Lesnar for his unification bout against interim champ Shane Carwin. Brock has already established himself as the most fearsome force the division has seen in years. But, after Carwin knocked out Frank Mir in the first round of their match at UFC 111, the talk has moved to what may end up being the most explosive heavyweight fight ever between these two giants of the game. And that's without even talking about the guys waiting for their shot at the belt, guys like Cain Velasquez and Junior Dos Santos who guarantee that this division will continue to be one of the most exciting in the sport.

It's a far cry from the old days in the heavyweight division, and luckily for all fight fans, this type of excitement and depth carries throughout the entire Zuffa organization. From the UFC's heavyweight division all the way down to the WEC's bantamweight division, we've never seen the level of talent and parity that we do now. Every weight class is stacked with the best fighters in the world, and in the coming months and years, we're going to be matching them up in the fights you want to see, night in and night out. If you're a fight fan, this is a golden age.

Enjoy the issue.

DANA WHITE

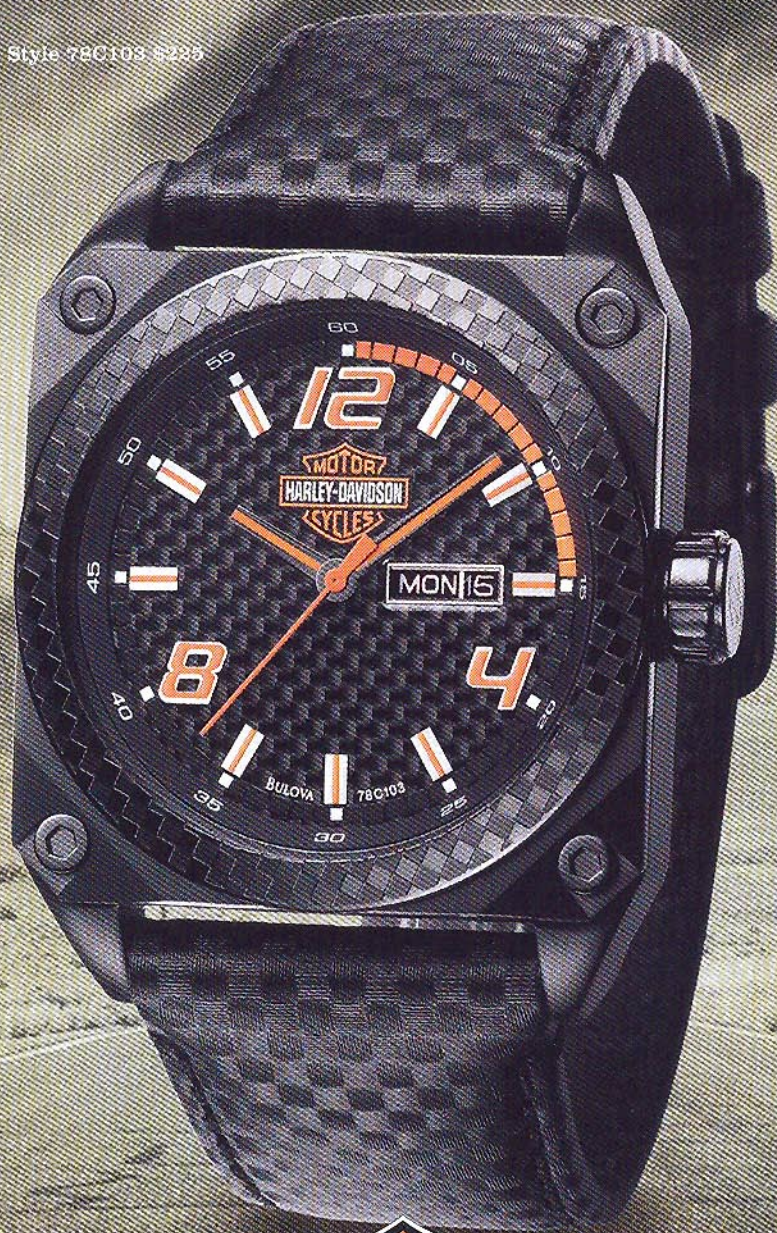
UFC President

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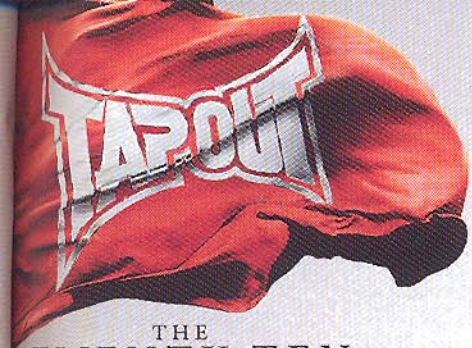
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ROY "BIG COUNTRY" NELSON

all access

YOUR BACKSTAGE PASS TO THE UFC

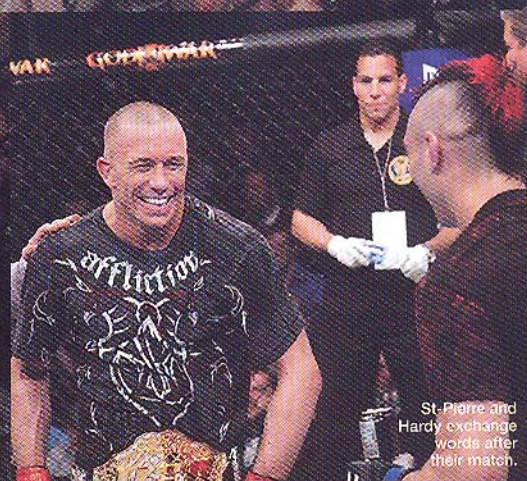


UNBREAKABLE

MARCH 27, 2010, PRUDENTIAL CENTER,
NEWARK, N.J.

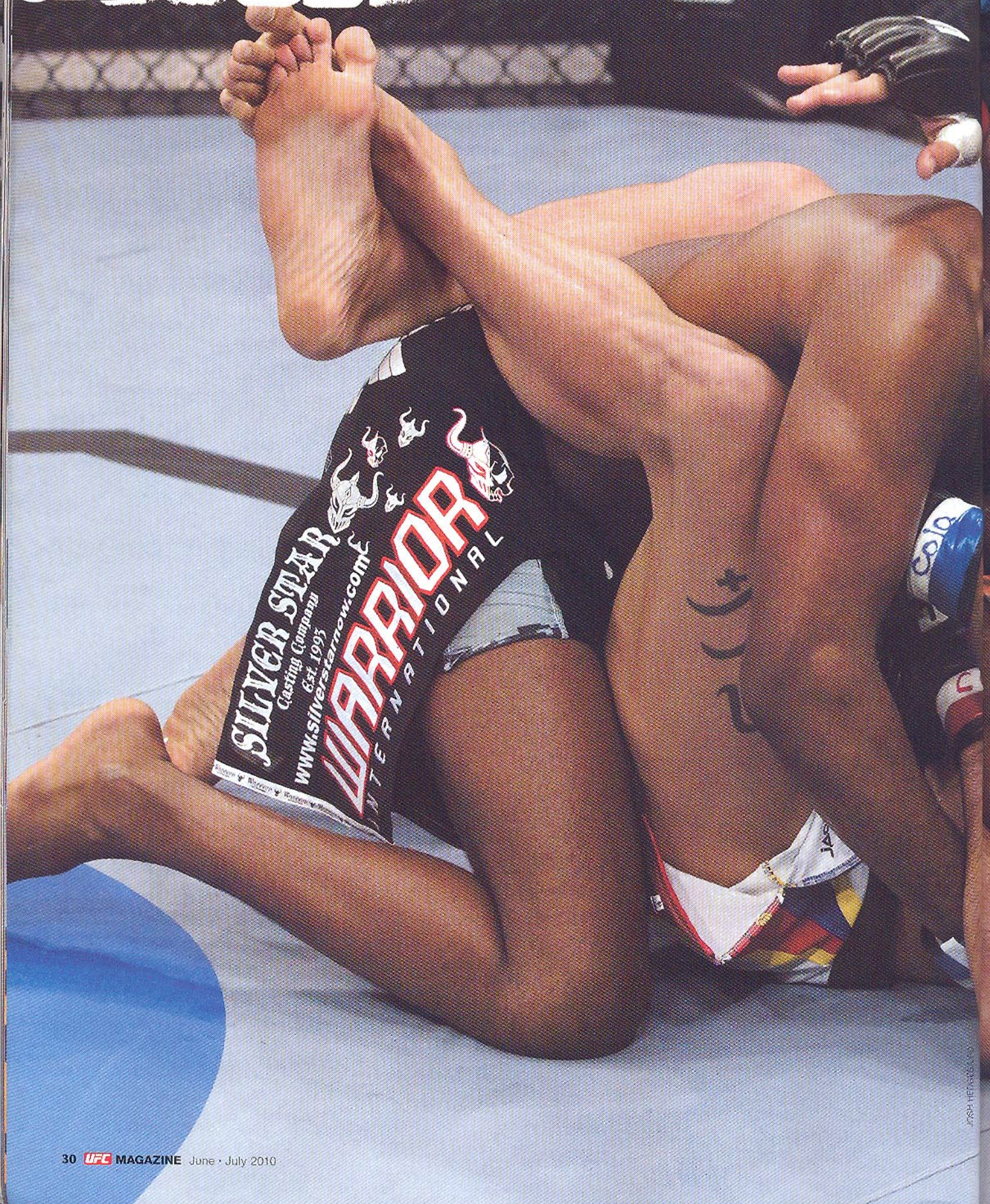
Welterweight champ Georges "Rush" St-Pierre shut down challenger Dan "The Outlaw" Hardy to retain his belt at UFC 111. The fight went the distance but only because of Hardy's ability to battle through a fully extended armbar in the first round and a deep Kimura attempt in the fourth. After the match, the two exchanged a few words. "Georges told me that I had done a lot better than he did in his first title fight," Hardy says. "And then he asked, 'What's your arm made out of, rubber?' I said, 'No, I'm just stubborn.'"

Photographs by JIM KEMPER

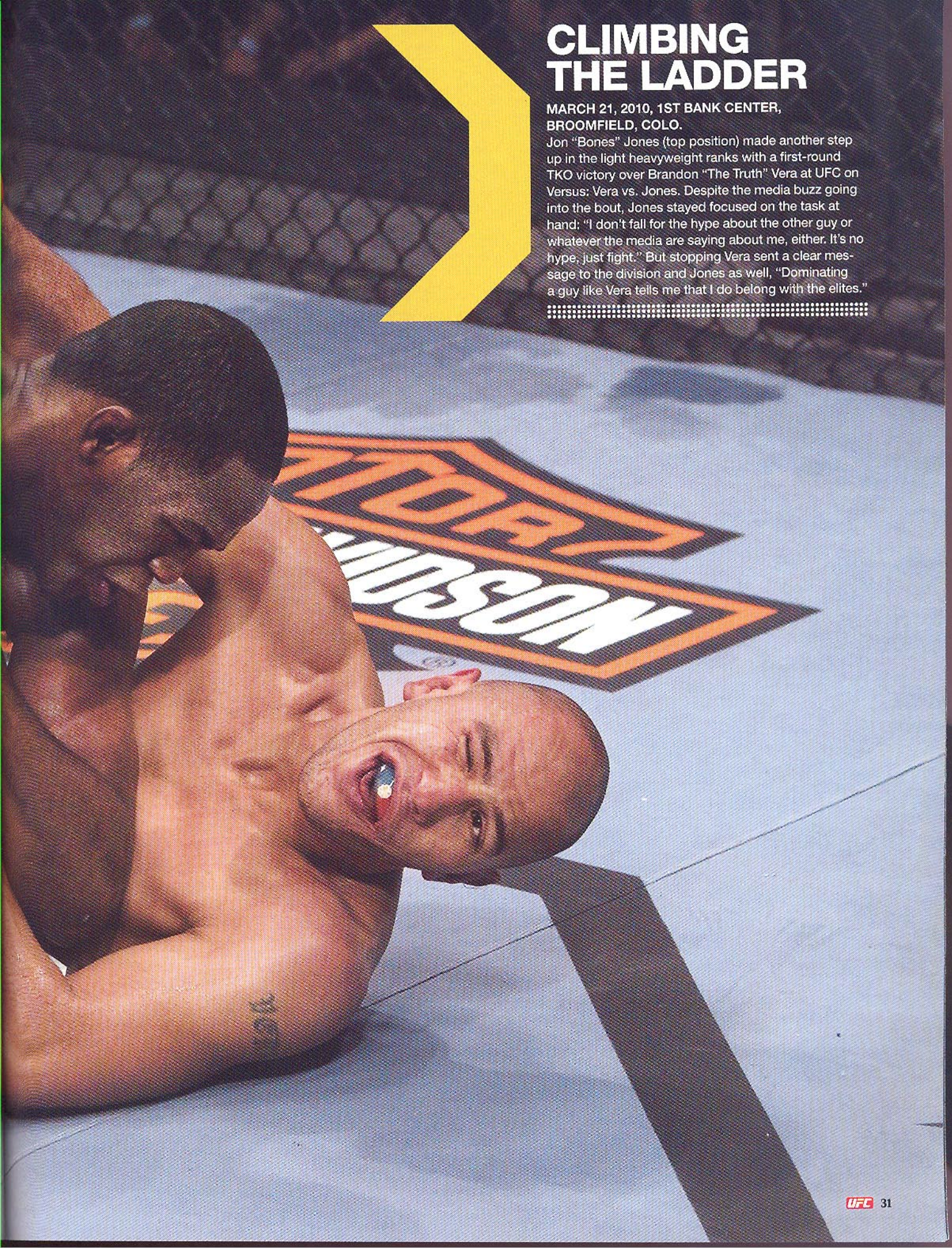


St-Pierre and Hardy exchange words after their match.





JOSH HETASKELOV



CLIMBING THE LADDER

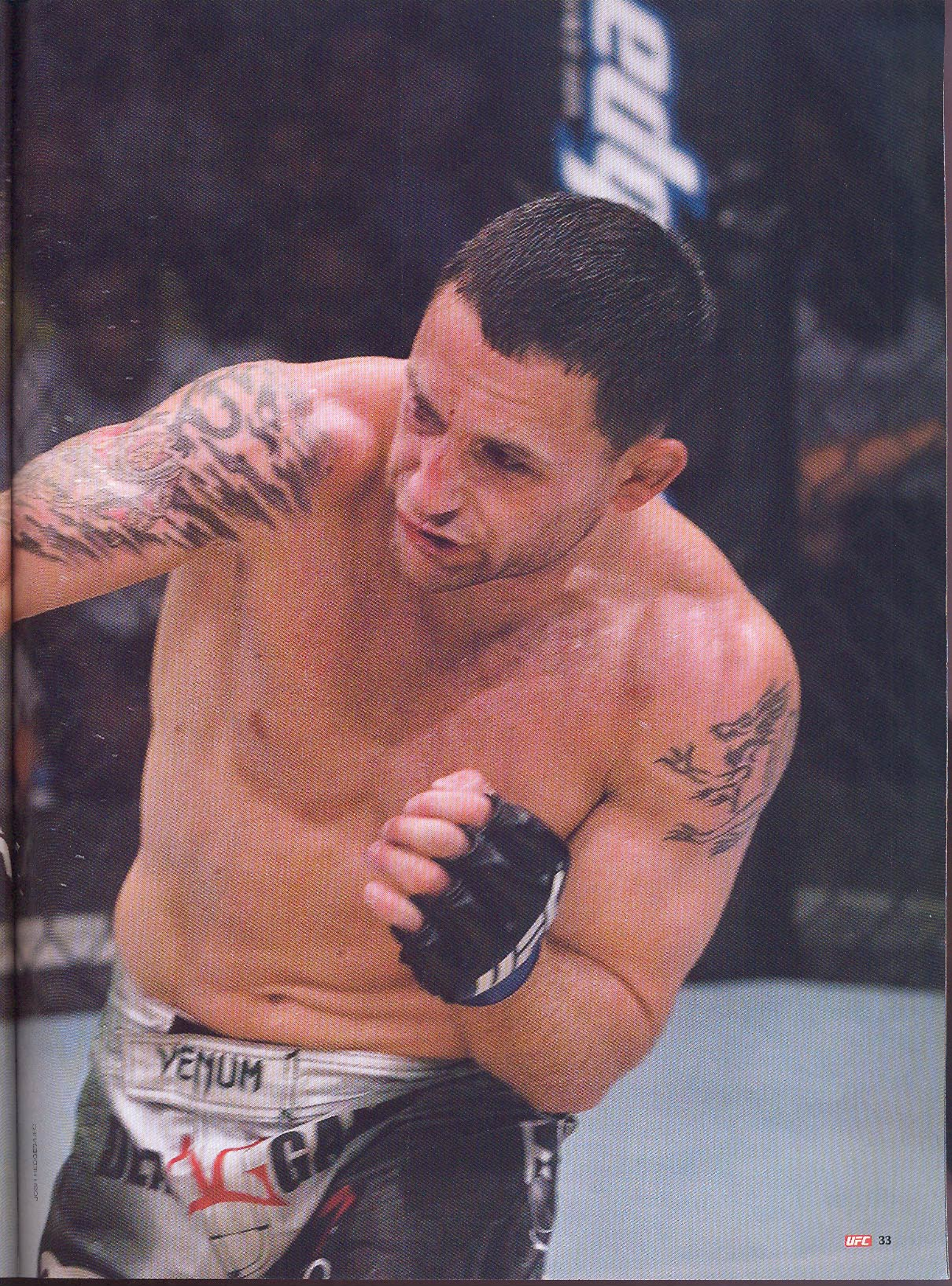
MARCH 21, 2010, 1ST BANK CENTER,
BROOMFIELD, COLO.

Jon "Bones" Jones (top position) made another step up in the light heavyweight ranks with a first-round TKO victory over Brandon "The Truth" Vera at UFC on Versus: Vera vs. Jones. Despite the media buzz going into the bout, Jones stayed focused on the task at hand: "I don't fall for the hype about the other guy or whatever the media are saying about me, either. It's no hype, just fight." But stopping Vera sent a clear message to the division and Jones as well, "Dominating a guy like Vera tells me that I do belong with the elites."

DESERT DUEL

APRIL 10, 2010, FERRARI WORLD,
YAS ISLAND, ABU DHABI, UAE

In the first UFC fight card ever staged in the Middle East (and the promotion's first outdoor event), Frankie "The Answer" Edgar (right) found gold. Moving in and out of the pocket and pushing the pace for five rounds, Edgar won the lightweight belt by outpointing BJ "The Prodigy" Penn on the judges' scorecards. Edgar even notched two takedowns on Penn, a feat no other lightweight has pulled off in the past six years.



JOSH REDDICK/MMA

all access





**Turn to
p. 82**

**for Rampage's
cover story**

BAD ATTITUDE

SEPT. 14, 2009,
VANCOUVER, BRITISH COLUMBIA

Quinton "Rampage" Jackson, seen here in costume for his role as Sgt. Bosco "B.A." Baracus on the set of *The A-Team*, put his fight career on hold to take his dream role. "I was like a big kid on set," says Jackson (that's director Joe Camahan cracking up on the left). But the part also served as a homecoming of sorts and a way to reconnect with positive memories of growing up. "Before my parents got divorced, when I was 10, me and my dad would watch *The A-Team*," Rampage says. "It was like a ritual. We would joke around and act like B.A. or talk about what Murdoch says. I wanted to make the movie for him."

Photograph by DOUG CURRAN

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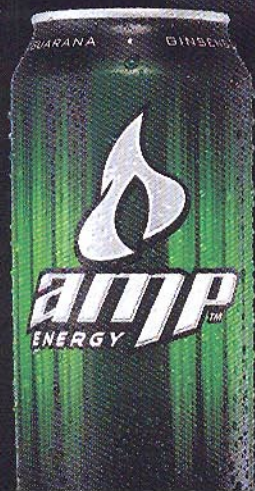
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A full-page photograph of actress Katheryn Winnick. She is sitting on a black metal mesh chair, leaning forward with her right hand resting on her chin. She has long, wavy blonde hair and is wearing a black strapless dress. The background is a blurred outdoor setting.

the card

LIFE OUTSIDE THE CAGE

KATHERYN WINNICK

This Canadian badass explains why she's a natural-born killer

By ALISON PRATO

Photographs by TC REINER

Don't be fooled by her petite frame—Katheryn Winnick may stand a slight 5'6", but the gorgeous sensei-turned-actress holds a second-degree black belt in karate, a third-degree black belt in tae kwon do, and a license to work as a professional bodyguard. This summer, she shows off both her acting and her brawling skills in *Killers*, playing, naturally, a stone-cold assassin.

How did you get into martial arts?

My dad said we needed a family activity, so my parents and the four of us kids enrolled in the local tae kwon do school when I was 7. ☺

What made you fall in love with it?

The most important thing for me at that age was having an individual sport that I could be proud of. Tae kwon do is a sport where you can really push yourself through the belt levels. In grade eight or nine, I got my first black belt. At 21 or 22, I opened up a martial arts school.

Were any other girls at your level?

It was rare. I was one of the few girls in competition, so I had to always compete against the boys. I remember the boys' mothers were so aggressive—it was crazy.

So, the moms were out for blood?

Yeah. And then being 16 and blond with a ponytail and having them call me sensei, or Miss Winnick—to earn that respect was great. At one point I had a class of 350 students, and when we went to competitions, all these Korean instructors and masters were like, "Who's this girl?" They didn't know what to do with me.

Whoa. Is it safe to assume you did all your own stunts in *Killers*?

For the most part. It was important to me to make it as authentic as possible. Originally the script was written for an Asian woman. They wanted kind of a ninja thing. But I had worked with the producer before, and he said, "Wait! Katheryn can do that!" I'm glad they went against stereotypes.

Did you teach Ashton Kutcher how to fight?

I taught him some kicks, but he trained in Krav Maga. He came in more prepared than most actors.

What do you like about UFC?

I love the sport. It's a combination of having powerful strength and technique as well as wisdom and quick thinking. A lot of it is really a chess game. Guys who can fight are very sexy.

So if you could be any celebrity's bodyguard, whom would you pick?

Somebody cute. The people I respect as actors are Morgan Freeman and Anthony Hopkins. But they don't need bodyguards. 🍷

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SPORT. GUYS
WHO CAN
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Toronto, Ont.

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UP NEXT

As Vivian, an intern with dangerous martial arts skills in *Killers*, also starring Ashton Kutcher and Katherine Heigl (out June 4)

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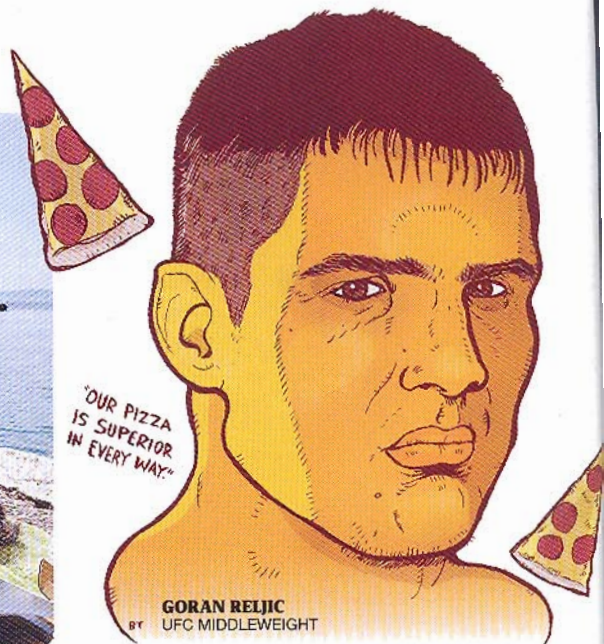


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GORAN RELJIC
BY UFC MIDDLEWEIGHT

THROW DOWN IN CROATIA

Italy gets all the good press but, according to middleweight **Goran Reljic**, if you're looking for a good time, the real tourist attractions are in his native Croatia **By DEBBIE LEE Illustration by BRIAN TAYLOR**

What kind of changes have you seen, watching Croatia go from a war zone to vacation hot spot?

A lot of people still think that our country was destroyed by the war. Some people don't even know where Croatia is; they ask me, "Is it in Russia?" War definitely changes everyone's life. Even though I was just a kid, it affected me. But I also think it's a good thing to have seen the war so that later on you know how hard it was then and how good it is now—when the country is independent. That's what makes us very proud. We are small but a very proud nation. I've seen most of the country, and there's not one area that hasn't been interesting to me.

How do you think such a small country became a seedbed for some of MMA's toughest guys?

We have a fighting spirit just based on our history. There isn't any group that didn't try to invade us at some point, but we are always quick to react. There's a warrior mentality in our genes. But that gives us a reputation as being difficult people to deal with, which isn't always true.

What do you mean?

Here's the thing: Many people compare Croatia to Italy. And I would say it's very similar, but the people here are actually warmer and more hospitable. We're not too crazy, just emotional and maybe a little impulsive. Our pizza also is better.

With that statement, you may just spark another major war.

I absolutely stand behind it. It's not just the dough, or the sauce, or that it's bigger. Our pizza is superior in every way. Our food is the best in the world.

What should a tourist drink to wash down a Croatian slice?

Croatia has a big drinking culture and we have a couple of specialties, but the most famous is *rakia* [80 proof brandy]. It's strong. When I was a bouncer, I saw a lot of bar fights break out after guys drank too much.

It's all fun and games until too much rakia gets in the mix. What are the best sites to see?

It really comes down to what you want. You can go to Slavonia, in the interior, if you want to see mountains

TALKING POINTS

As in any foreign country, efforts to speak the language are always the quickest way to get in good with the locals. Here are Reljic's three key phrases for survival.

To greet strangers

How are you?
Kako si?
(ka-KOH see)

To meet a lady

You're beautiful.
Pi si lijepa.
(pee see lee-AYE-pa)

To avoid a rakia-fueled bar fight

Excuse me.
Oprosti.
(O-pro-stee)

and forests. For history, you can see a coliseum [Pula Arena] in Istria—there are Roman ruins, but no, there's no fighting happening anymore. If you want beautiful beaches, you can go to the Dalmatian Coast. My hometown, Zadar, is right on the Adriatic Sea, but down south in Dubrovnik is famous.

Famous for what?

Partying. Croatia has the best nightlife, especially in July and August. I don't go out as often as I used to, but sometimes during the summer I like to enjoy myself. And the women are the most gorgeous in the world. But I warn you: They're not easy. They're complicated, and you need to approach them carefully. If you're rude or handle them the wrong way, expect to get slapped.

Sounds fun, if you're into that sort of thing, but maybe a little too crazy for others. What would you suggest for a little peace and quiet?

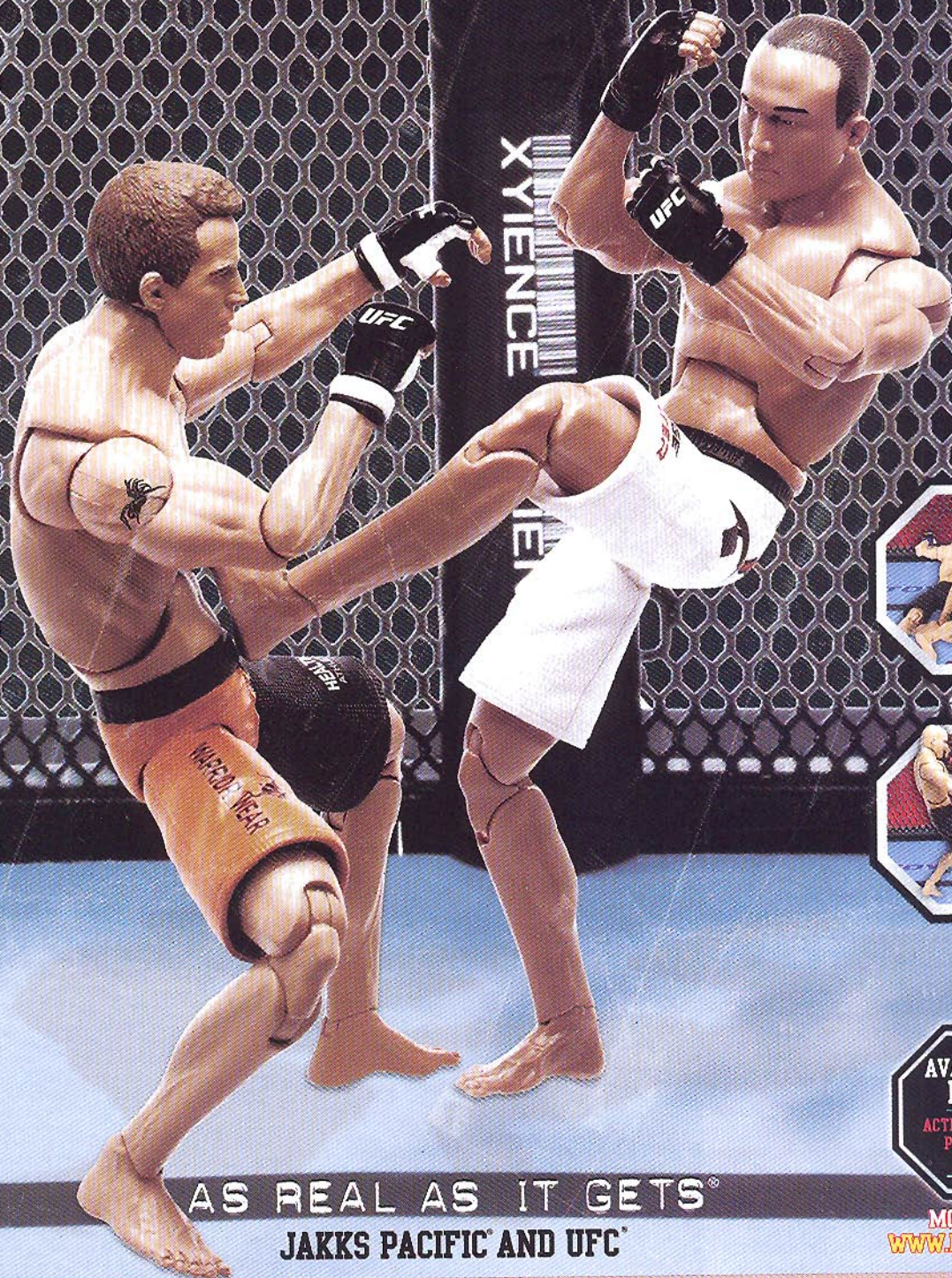
If you have a boat, there are isolated beaches everywhere. Places like the Kornati islands have waterfalls and beautiful scenery. But why be alone? If you want the best beaches, tourists come with the territory. 🍕

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FACTORY GUY

Pro skater and host of MTV reality show *Fantasy Factory*, **Rob Dyrdek**, draws a few parallels between riding on a deck and fighting in the Octagon *By ALISON PRATO*

A die-hard UFC fan since the sport first started, Rob Dyrdek lives for adrenaline and testing his own limits. We caught up with Dyrdek over the phone while he was filming for *Fantasy Factory* on location in Hawaii. In our exclusive interview, he reveals how riding building-sized waves, throwing massive parties, and horsing around with UFC Octagon Girl Arianny Celeste is all in a day's work.

You and fellow skater Danny Way are big-wave riding with Laird Hamilton for an upcoming episode of *Fantasy Factory*.

How's it going?

I'd never surfed in my life. We went out a couple of times, and I got used to it. I got pulled into a 15-foot wave, and I did OK. Laird was like, "Look man, you're good enough to get pulled into a real wave. You should wait for the big ones to get here on Monday." So I'm staying here, waiting for my destiny of a massive wave on Monday.

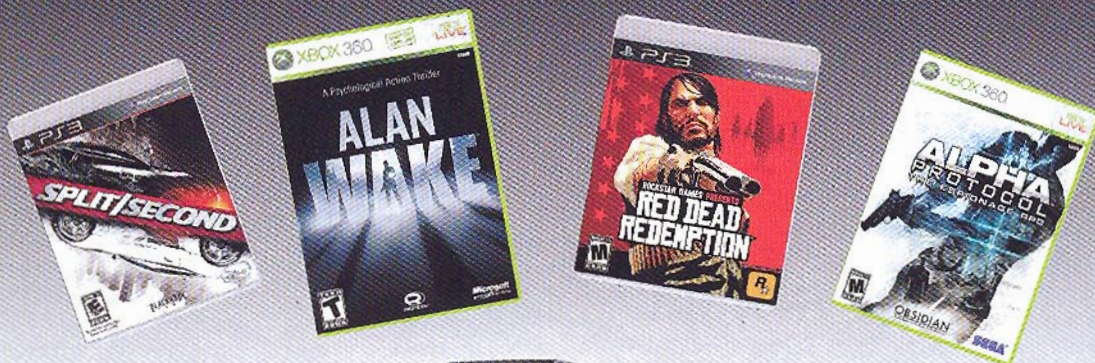
What if you die?

Right? Even in those smaller waves it's so scary. I'm like, "Fuuuck!" But Laird goes, "You might be underwater for a while, but we'll get in there and get you. You ain't gonna die." ☺

Pickup lines like, "Want two tickets to the gun show?" actually work for celebrities.

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Coming from the world of skateboarding, do you see any similarities between your sport and MMA?

Definitely. There's a lot of struggle involved in trying to make it. You can survive, but there are only 50 to 100 people who make money, and even fewer who make real money. But what I'm doing in the future of skateboarding is exactly what Dana White and the Fertitta brothers did with MMA. I'm launching my own league, Street League skateboarding. I tell Dana all the time, "I'm the Dana White of skateboarding—wait and see."

What do you like about the sport?

To me MMA is the future. It has refined combat. Boxing was your father's combat sport, and this is the ultimate test and the rawest form of competition today—man-on-man fighting.

How long have you followed it?

Since the beginning. I remember when Tito Ortiz brought in that sort of glamour and became the first superstar inside the UFC and crossed over, then seeing him fall and get spanked by Randy Couture, and the rise of Chuck Liddell....I've seen it all.

Have you hung out with any of them outside the cage?

Oh, God. I've hung out with Chuck Liddell. I have been in the weirdest mixes of those guys—it's crazy. It has

been, like, me, [Randy] Couture, Barry Bonds, Chuck—just the most ridiculous, most obscure group of people partying together in Hollywood.

What's a typical night out?

One night, Dana White rented out The Viper Room. Billy Idol played, and Chuck was acting all wild. After the show, I was talking to this chick that Chuck was kinda feeling, and he just ran up and put me in a full armbar so he could talk to her. He was sick of the little skate dude taking his shine.

Sounds pretty rough as far as cock blocks go!

That's what I'm saying. [Laughs.] That's some fucking tough-guy cock block. You do that when you're Chuck Liddell.

You've also hung out with Octagon Girl Arianny Celeste at the Fantasy Factory. Was it hard to maintain eye contact when you two were jumping on the trampoline?

I wasn't even looking at her eyes. [Laughs.] No, she's my homie. I've known her for a long time.

The Fantasy Factory has been compared to the Playboy Mansion because everyone is dying to get inside. Is that a fair comparison?

I think it is—without the overt sexuality. It's a part of pop culture. It's someone's private facility that people

have a desire to experience because it's just so ridiculous. The level of people who roll through blows my mind. That's why I got a photo booth, so I could capture it all.

Rumor has it you spent a million dollars to trick out the place.

Oh, God, I've spent more than that by now. My original budget was \$250,000, but I spent \$750,000 before I built all new offices and the lounge. Now it's more like a million and a half. That's how psycho I went. I got so obsessed with so many different things, I started going crazy.

Has Hef stopped by?

No, c'mon—you know it's not even on his radar. I don't know if he could even wrap his head around it. But I can assure you, plenty of Playmates have.

How come we never see you hooking up with anyone on the show?

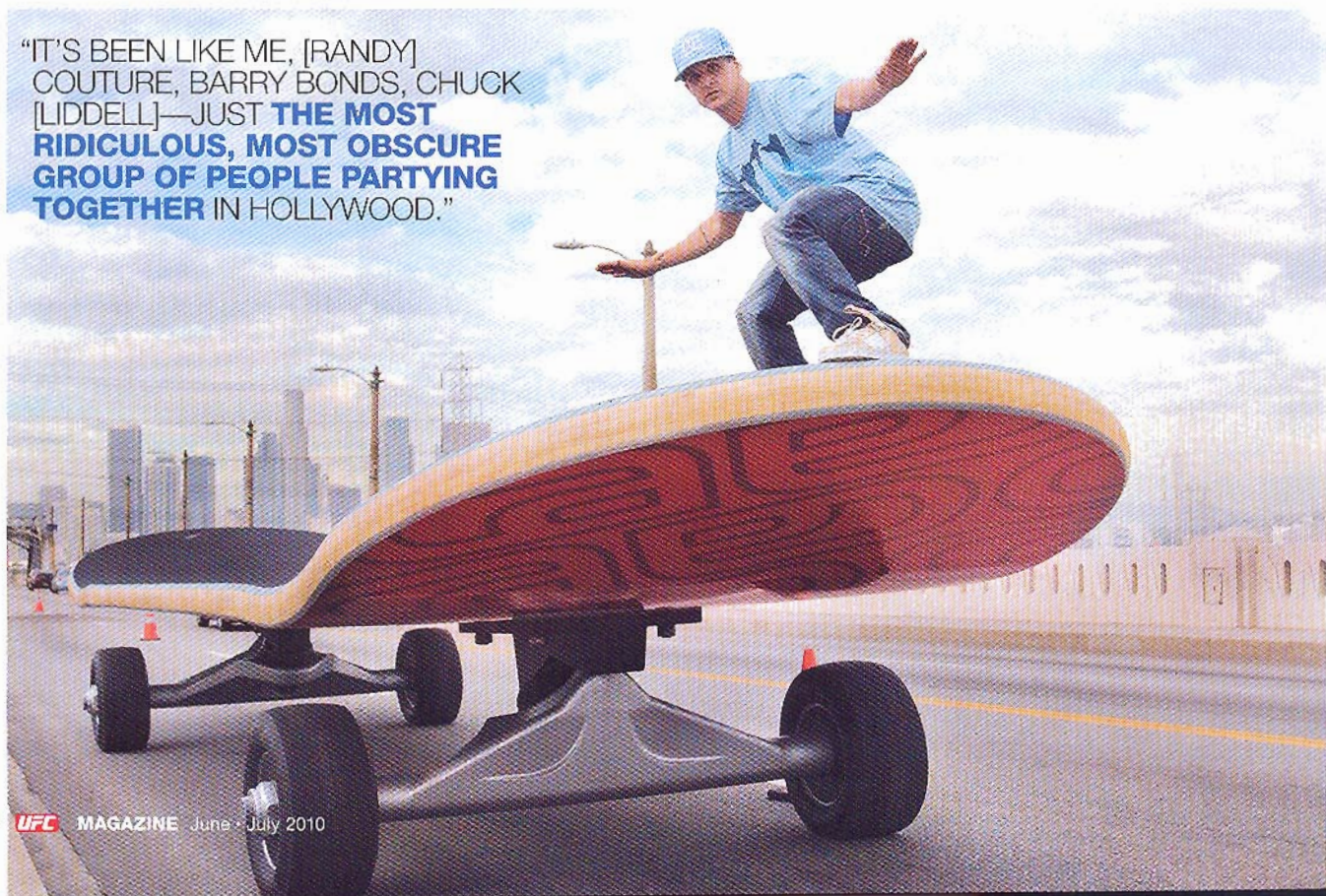
This ain't *The Hills*. It's not that type of show. I'm giving the people some ridiculous, random stories. Some insanity. Plus, I come from the school where your chick plays the background. Even with famous chicks I date—if one thing leaks, I'm over it. I don't even like the audacity of it, the hoopla. You never know who, how, or when you'll connect with somebody. I date wonderful girls. But I can assure you, it will never be on my show. 🍌



ROB DYRDEK

ALL BUSINESS
Dyrdek parlayed his pro skate career into a multimedia empire, churning out skate videos, founding his own record label and creating the hit MTV shows *Rob & Big* as well as his current project *Fantasy Factory*. For more information, go to dyrdek.com.

"IT'S BEEN LIKE ME, [RANDY] COUTURE, BARRY BONDS, CHUCK [LIDDELL]—JUST THE MOST RIDICULOUS, MOST OBSCURE GROUP OF PEOPLE PARTYING TOGETHER IN HOLLYWOOD."



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A WAY OF LIFE
PURPOSE PURSUIT PERSEVERANCE

CONGRATULATIONS TO THE NEW

UFC LIGHTWEIGHT

CHAMPION OF THE WORLD

FRANKIE "THE ANSWER" EDGAR

IN THE PURSUIT OF GREATNESS AMONGST PEERS, ONE MUST BE WILLING TO BOLDLY FULFILL ANY INCESSANT DESIRE THE MAGNETISM OF WHICH IS SO INTENSE THAT IT OVERTAKES EVERY FIBER OF HIS EXISTENCE. THERE IS NEITHER AN OBSTACLE SUBSTANTIAL ENOUGH NOR A DISTRACTION POWERFUL ENOUGH TO JUSTIFY A CESSATION OF THE JOURNEY. ONE'S PERSISTENCE MUST NOT SUBSIDE UNTIL HIS DEED IS COMPLETE OR UNTIL HIS FINAL BREATH HAS EXITED THE PHYSICAL BODY. THEN AND ONLY THEN IS HE ENTITLED TO THE DESIGNATION

DEAD GAME

PURPOSE PURSUIT PERSEVERANCE

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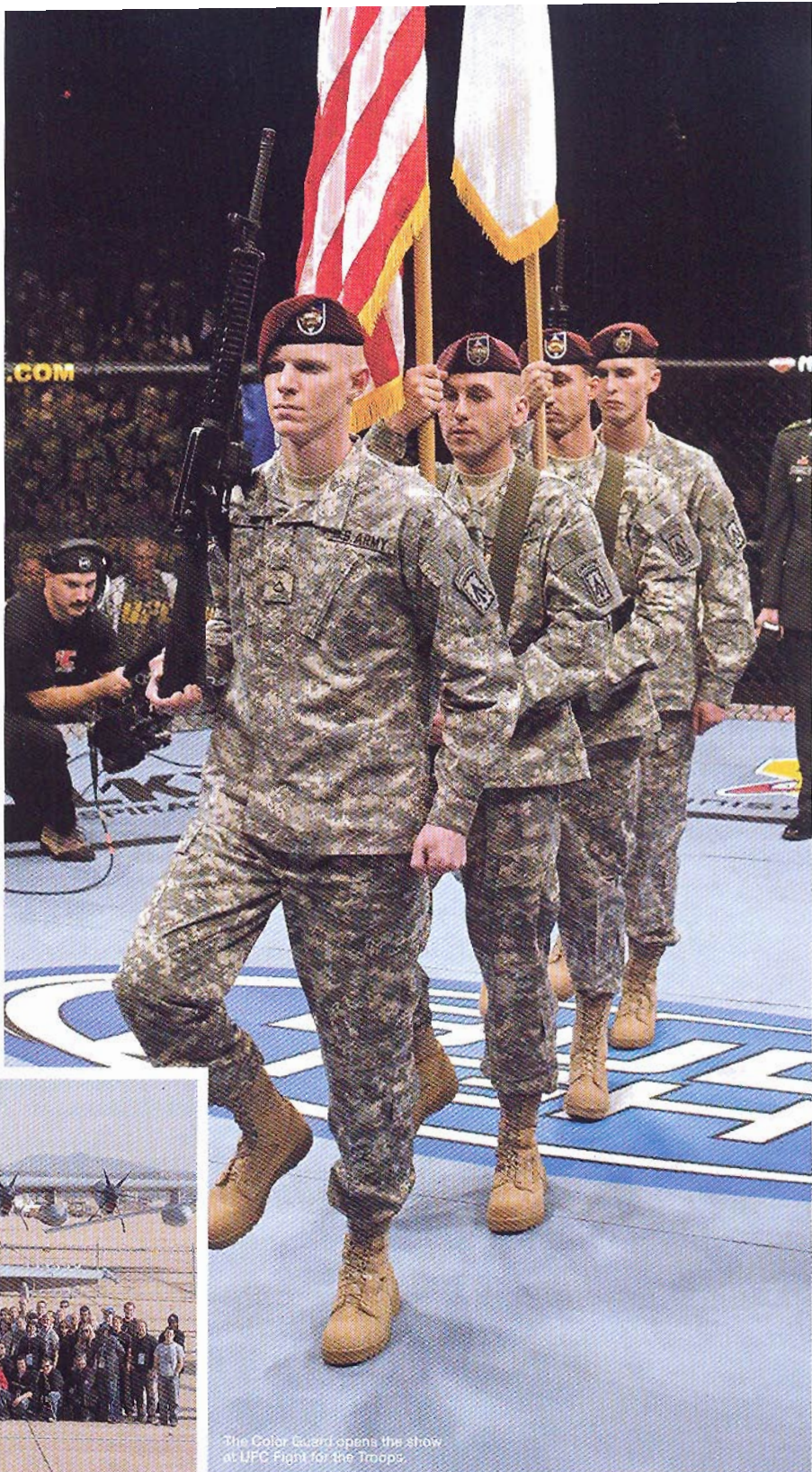
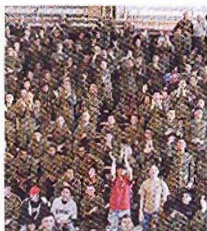
GIVING BACK

From free tickets to fund-raisers, the UFC supports the troops

In order to show appreciation for the sacrifices made by those who serve this country, the UFC provides free access to pay-per-view fights to men and women serving overseas. The UFC also sends fighters on USO tours to meet troops in combat zones, as well as to those recovering from wounds at the Walter Reed Army Medical Center. In 2006, the UFC staged its first MMA card held on a military base. UFC Fight Night: Sanchez vs. Riggs took place at the Marine Corps Air Station Miramar, in San Diego, in front of the active-duty Marines stationed there. UFC Fight for the Troops, the next live card staged on a military base, took place at Fort Bragg, in North Carolina. The event doubled as a fund-raiser for the Intrepid Fallen Heroes Fund and pulled in more than \$4 million. Whether it's joining a USO tour or staging a live event on a military base, the UFC supports the troops any way it can.

-CLAUDINE GRANT

Clockwise from top left: The Octagon in Hangar 1 at Miramar, the Marines at UFC 7, the UFC production staff on the tarmac at Miramar.



The Color Guard opens the show at UFC Fight for the Troops.

Fighters in the Ranks

MORE THAN A FEW CURRENT ATHLETES ON THE ZUFFA PAYROLL PUT ON A UNIFORM BEFORE THEY EVER STEPPED INTO THE CAGE



- Tim Credeur, UFC Middleweight, Navy
- Julio Paulino, UFC Welterweight, Navy

- Randy Couture, UFC Light Heavyweight, Army

- Patrick Cote, UFC Middleweight, Canadian Army

- Paul Daley, UFC Welterweight, British Army

- Jake Ellenberger, UFC Welterweight, Marines
- Mackens Semerzier, WEC Featherweight, Marines
- Brian Stann, UFC Light Heavyweight, Marines

- DaMarques Johnson, UFC Welterweight, National Guard
- Rick Story, UFC Welterweight, National Guard

- Brandon Vera, UFC Light Heavyweight, Air Force

American Muscle

The **UFC** and **Findlay Customs** created a limited-edition run of Camaros to sell to the fans. But the first one is going out to the men and women in uniform.

Over the next year, Findlay Customs will create 10 custom UFC Camaros. Vehicle No. 1 will get auctioned off on June 25 at the Barrett-Jackson car auction in Costa Mesa, Calif., with proceeds from the event benefiting the Intrepid Fallen Heroes Fund. The rest of the cars will go for sale to the public. Here's a look at a few of the upgrades.

A STRONG BASE

Findlay Customs started out with a 2010 SS/RS Camaro with a 425-HP V8.

SERIAL KILLER

A custom-designed UFC insert in the dash bears the serial number of the car.

BANGING SYSTEM

Each Camaro received a 2000-watt JL Audio sound system.

HOT WHEELS

Findlay and Nutek Wheels designed custom one-off wheels C&C milled exclusively for this project.

BUY ONE

If you want more information, contact Findlay Customs at 702-869-0444.

For more information on the **INTREPID FALLEN HEROES FUND** or to make a donation, call 1-800-340-HERO or go to fallenheroesfund.org

STAY PUNCHY

Findlay reupholstered the seats, employing the same leather used to make UFC fight gloves.

BUILT FOR SPEED

A Kenne Bell Liquid Cooled Supercharger under the hood takes the horsepower from 425 to over 650.



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**"AMBITIONZ
AZ A RIDAH"**
Tupac Shakur

FIGHTING MUSIC

"When I was first pursuing MMA, I was training at a boxing gym in downtown Houston. They listened to a lot of Tupac there, and listening to it now, it brings me back to that time. I remember seeing the boxers who were doing really good, who were making good money and driving nice cars, and I remember thinking that one day I wanted to be fighting on TV and making money. That song brings me back to where I started and motivates me to keep working hard."

—MIKE "QUICK" SWICK



NOV. 14, 2009

**MIKE SWICK vs.
DAN HARDY**

Feed Your Ears

10 MORE
TUNES TO SPIN
ALONGSIDE
TUPAC



EAZY-E
"Boyz-N-the-Hood"

SNOOP DOGG
"Lodi Dodi"

SCARFACE
"On My Block"

NOTORIOUS B.I.G.
"Gimme the Loot"

BIG DADDY KANE
"Pimpin' Ain't Easy"

GETO BOYS
"Damn It Feels Good to Be a Gangsta"

RICK ROSS (FEAT. JOHN LEGEND)
"Magnificent"

M.O.P.
"Ante Up"

TOO SHORT
"Blow the Whistle"

JAY-Z
"Big Pimpin'"

Sonic Assault

FIVE ALBUMS THAT MATTER THIS SUMMER



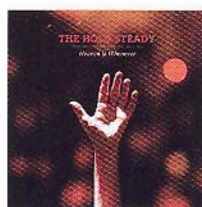
Broken Social Scene
FORGIVENESS ROCK RECORD
Arts & Crafts

This indie collective's fifth album could've been a limp mess, but thanks to focused leaders Kevin Drew and Brendan Canning—plus contributions from Feist and Metric's Emily Haines—it's actually one of their sharpest efforts, with the feel of a party just starting to pick up a buzz.



Soulfly
OMEN
Roadrunner

Max Cavalera, founding frontman of legendary shredders Sepultura, is a metal god. But some have called bullshit on his use of rap with Soulfly, his band since 1996. Soulfly's seventh disk will pummel haters and worshippers alike. Nonpussies might even welcome the reggae-lite outro "Mega-Doom."



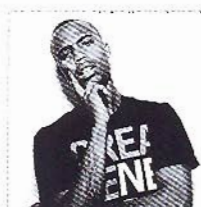
The Hold Steady
HEAVEN IS WHENEVER
Vagrant

Frontman Craig Finn delivers his grand musical tales about random losers like he's slurring from across the table. It's a great formula, but one that might have gone stale if the Brooklyn foursome hadn't also amped up their fifth album with extra-fuzzy waves of guitar and eased off the piano.



Keane
NIGHT TRAIN
Cherrytree/Interscope Records

Known for piano rock plus dramatic vocals, it makes sense that these three Brits want to distinguish themselves from bands like Coldplay. On their fourth album, they expand into synth-pop, but also make two unlikely detours into hip-hop with Somali-Canadian rapper K'naan.



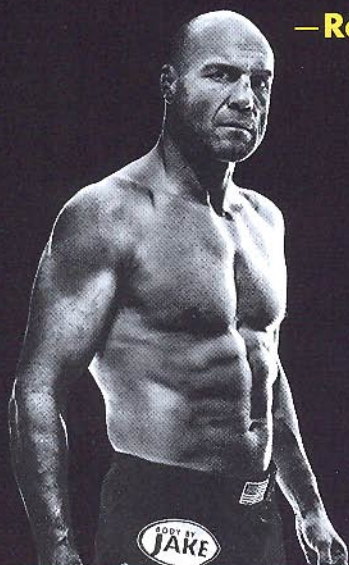
B.o.B. (Bobby Ray)
**B.O.B. PRESENTS:
THE ADVENTURES OF BOBBY RAY**
Rebel Rock Entertainment

This Atlanta native's talents extend far beyond writing songs. He sings the hooks and provides beats for most of this debut. He also plays the piano and (no shit) French horn, making him just the latest rapper to choose geeky over gangsta to critical acclaim.

RECOVERY

"POMx Antioxidant Recovery
is healthy, all natural and good for me.
It's the ultimate recovery drink."

—**Randy Couture**
6-time MMA Champion



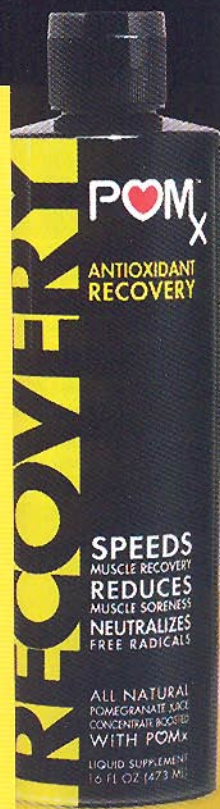
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UFC UNDISPUTED 2010

Get your thumbs ready for the most authentic MMA video game experience yet **By AVI BURK**

Last year, the UFC Undisputed franchise made its debut in the virtual Octagon, bursting onto the video game scene with all the power of a Brock Lesnar overhand right. A success with both critics and consumers, 2009 *Undisputed* provided the most realistic MMA gaming experience to date and, thankfully, erased the painful memories of the UFC-branded games of the past. One year later, *UFC Undisputed 2010* has once again doomed its predecessor to obsolescence.

The developers at THQ beefed up the game in several areas, but most noticeably in the fluidity of the game play. Fighters no longer end up locked in crippling animations when they get caught with a strike, so you can continue your own onslaught of punches even as your opponent is landing shots of his own.

The developers also dramatically increased the number of prepackaged fighters and the level with which you can customize your own character. A new "à la carte" skill selection system insures no two fighters on the game's 100-plus roster fight the same way. This not only makes playing as and against the fighters on the UFC roster much more enjoyable than it was a year ago, it also completely changes

the game's create-a-fighter and career modes. Gamers can now select each of their fighter's signature strikes and submissions, gaining complete control over how much damage each deals out to an opponent. The developers doubled the number of submission animations, tripled the number of grappling animations (reanimating every clinch and ground position), and quadrupled the number of striking animations. This year, players can also combo any of their strikes, switch to a southpaw stance, and work the clinch against the cage.

Career Mode has seen a number of other welcome changes as well. For starters, THQ got wise to the fact you have to do more than order gloves, shorts, and a mouthpiece to earn an invitation to fight in the UFC. So this year, you fight your way up from the amateur ranks and through the proving grounds of the

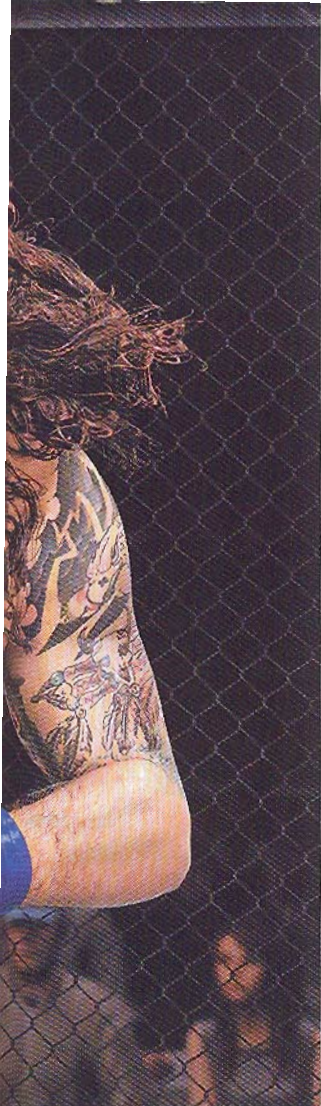
World Fighting Alliance before earning a call up to the big leagues. After each win, you also have the chance to boost your fighter's popularity and credibility during an interactive post-fight interview with Joe Rogan.

Dominate your division thoroughly enough throughout your 12-year career and you'll be invited to jump up a weight class and try your hand against the best fighters that division has to offer. (Decline to move up a division to meet the next challenge, your next challenge may just come to you.)

A brand-new Event Mode allows you to download actual pay-per-view events and play through the matchups on real cards. You can even set up and play through your own dream cards, complete with the authentic UFC intro, including Mike Goldberg and Joe Rogan setting up the bout with an opening commentary and previews of the main and co-main events. Other new game features include Tournament Mode, Title Mode, and Title Defense Mode. Ultimate Fights Mode has also been dramatically expanded, and multiplayer action has been dramatically enhanced with the introduction of virtual Online Camps.

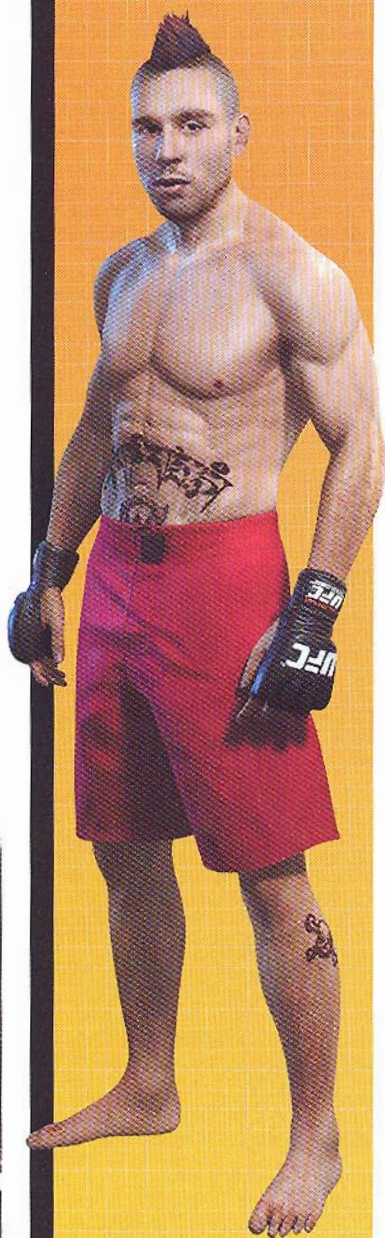
All in all, *Undisputed 2010* is a major step forward. The game looks better, plays better, and puts more control in the hands of the gamer. After an impressive opening salvo in 2009, THQ's latest effort is poised to deliver a convincing second-round knockout.

PUBLISHER
THQ
FORMAT
PS3, Xbox
360
RELEASE DATE
Available now
PRICE \$60



Devil in the Details

THQ REWORKED EVERYTHING FROM TATS TO FINISHING MOVES



SECOND SKIN

Last year, half of the game's roster was generated using 3-D body scanning, and the other half was generated using the game's create-a-fighter engine. In *Undisputed 2010*, every fighter in the game has been generated through 3-D scanning, ensuring his digital counterpart's authenticity down to the last detail.

SIGNATURE MOVES

THQ also dialed in signature moves for individual fighters. The virtual GSP throws a Superman punch exactly the same way as his real-life counterpart, and the in-game version of Gabriel Gonzaga can pull off the same headkick finish the real Napao used to finish off "Cro Cop."

Five More Rounds

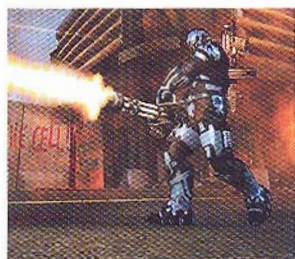
THE BEST GAMES HITTING CONSOLES THIS SUMMER
By PAUL SEMEL



NCAA Football 11 EA Sports Xbox 360, PlayStation 3, PlayStation 2 EA's 2010 college football update lets you pick from 120 teams and yields the usual complement of improvements, including formation substitutions, a new gang-tackling mechanic, and, most important, mascots like the Stanford University Tree. (July 13)



Green Day: Rock Band MTV Games/Electronic Arts Xbox 360, PlayStation 3, Wii Shred some plastic instruments with Billie Joe Armstrong and his wingmen in the latest iteration of *Rock Band*. "American Idiot" isn't going to sing itself, you know? (June 8)



Crackdown 2 Microsoft Xbox 360 Picking up where the original left off, this sci-fi sequel once again puts you in the role of a trigger-happy, punch-drunk supercop forced to fight evil in an open world filled with equally superpowered bad guys. (July 6)



Alpha Protocol Sega Xbox 360, PlayStation 3, PC Get your Bond on with this third-person spy thriller. Filled with espionage skills, including conversation plus stealth and gunplay, you may end up feeling like a talkative version of *Splinter Cell*'s Sam Fisher. (June 1)



Metal Gear Solid: Peace Walker Konami PSP A sequel to 2006's *Portable Ops*, this explosive follow-up casts you as Solid Snake's pop, Naked Snake, as he and his band of merry mercs sneak around Costa Rica circa 1970. (June 8)

WHAT I'M PLAYING

Matthew Riddle, UFC Welterweight



BioShock 2. My gaming addiction has caused me to miss interviews, practices, even dates. Once, I lost track of time playing, then saw I'd missed 10 calls. I'll never talk to that girl again.

Be the main event.

Run with the bulls.

Swim with the sharks.

Hunt something that could eat me.

Crash Awards Show after-party.

Have groupies.

Start my own record label.

More calluses.

More bugs in my teeth.

Dance till dawn in Madrid.

Own classic muscle car. Or two.

Go commando to board meeting.

Find the perfect scotch.

Grow beard a bird could live in.

Guys month out.

Forget my address.

Land a swordfish.

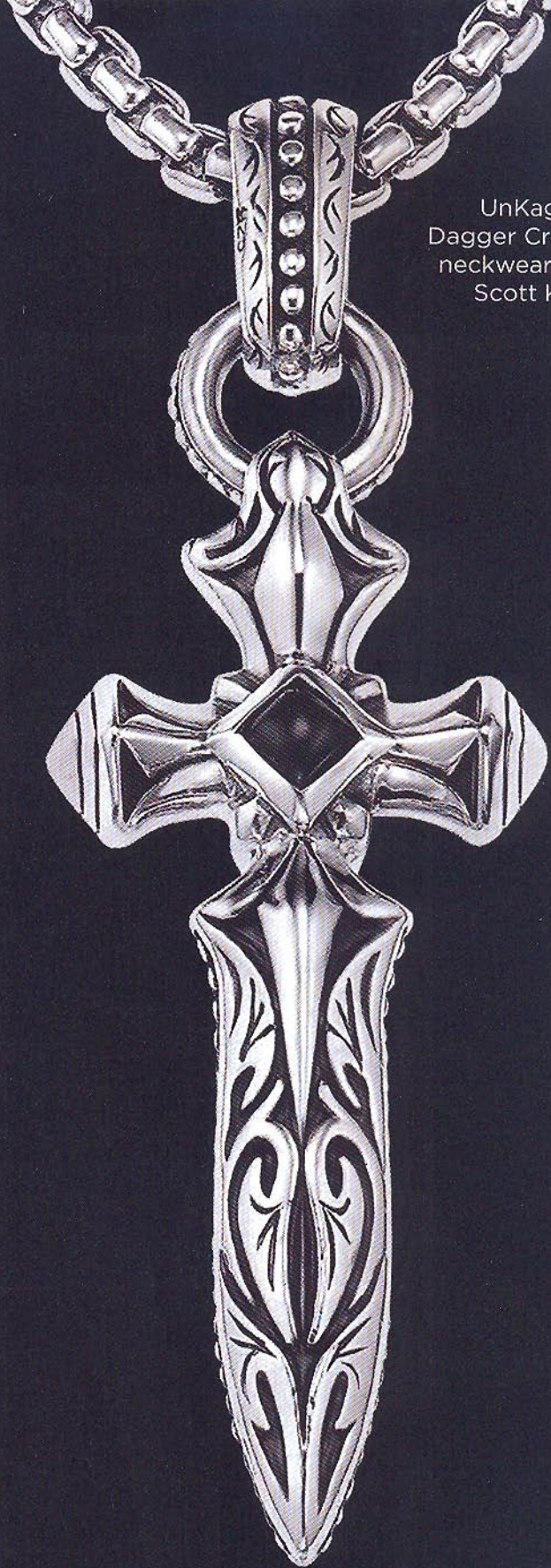
Rock an arena.

Brew my own beer.

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UnKaged
Dagger Cross
neckwear by
Scott Kay



face the pain

MEET THE NEW CONTENDERS

VOTE OF CONFIDENCE

Whether he's campaigning for a title or a seat in political office, **Chael Sonnen** always says what's on his mind *By THOMAS GERBASI*

Photographs by RAFAEL ASTORGA

In the weeks surrounding Chael Sonnen's career-defining win over Nate Marquardt at UFC 109 on Feb. 6, there was no more quotable or fascinating figure in the fight game than the new No. 1 middleweight contender from West Linn, Ore. Whether he was bashing 185-pound champion Anderson Silva, talking politics, or just waxing poetic on the myths of life in the world of mixed martial arts, when Sonnen talked, the press listened. ☎

MARCH 23, 2010
SONNEN PICTURED
HERE IN HIS HOME
TOWN OF WEST
LINN, ORE.

Fans new to the sport learned something that the hardcores have known for years: Chael doesn't have much of a filter. Pay attention and you'll get a new perspective on the fight game. "You listen to some of these guys and it's like hitting 'play' on a tape recorder," says Sonnen. "Whether these guys just aren't freethinkers or they're just scared, I truthfully don't know, but it is pretty annoying. Every now and then you get a guy that appears as if he's read a book or watched a news program and has an autonomous thought, and those are the kind of guys that I would visit with, but it's pretty hard to find them in a UFC locker room."

Needless to say, after eight years of toiling away in the sport, and nearly two decades more spent competing as an amateur grappler,

the former United States Olympic Greco-Roman wrestling team alternate appreciates his time in the spotlight...but not too much. "I had my week and I enjoyed it, but on Monday you've got to get up, put your boots on, and go back to work."

As the next in line for Silva, Sonnen will soon step into the cage with the pound-for-pound king, a fearsome presence who has destroyed everyone in his path. It would be an intimidating prospect for any athlete, except for possibly Sonnen. In recent months,

"I've poked my finger in this guy's chest for three and a half years, and he's fought everybody in the world who isn't named Chael Sonnen."



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Sonnen, moments after his unanimous decision victory over Nate Marquardt at UFC 109.

game. This ascension came as a shocker to less hardcore fans, but for fight aficionados, who have seen him defeat the likes of Paulo Filho, Jason Miller, and Amar Suloev, it was a long time coming. "I think I might have snuck up on some people, but I didn't walk softly and I didn't do it in the dead of the night. I banged the drum and I did it face-to-face with a guy looking at me across the ring. If you're not paying attention, that's fine, but I never credited fighters with being intelligent people."

Sonnen will have to wait for his shot at the belt, though, as Silva is coming off a successful title defense over Maia, a late replacement for the injured Vitor Belfort. It was a bout many believed Sonnen would get after Belfort pulled out, but a suspension stemming from a cut he received during the Marquardt fight put the 33-year-old on the shelf.

That's not to say he's been sitting on his couch playing video games since his last bout in February. Instead, Sonnen has been pursuing his other passion—politics—as he continues his campaign for state representative in Oregon's House District 37. A former elected precinct member in Oregon's District 22, he's been around the political block before, but he insists that he brings a new slant to a line of work that's never been known for straight talk.

"They sure don't worry about letting the truth get in the way of their interests," said Sonnen of his political peers. "But that's OK; that's really why I entered it. Good people have to come forward, stand on their own feet, and do what's right. I'm not in it because I'm a politician; I'm in it because I'm sick of politicians." Running on a platform that focuses on creating jobs and boosting the economy, the Republican knows that it's a common stance, but at the same time, he believes he actually has solutions to the issues plaguing his community.

"You get these politicians that understand those are hot buttons, so they like to say that, but the question is 'how?' It is not the job of government to create jobs. The government's job is to create an environment so that entrepreneurs can create jobs. Government, especially in Oregon, has two functions—they regulate and they tax. Regulation and tax are horrible for business, so how is government gonna create a job? They can't. They need to lessen regulation and lessen taxes, and business will come. It's not rocket science."

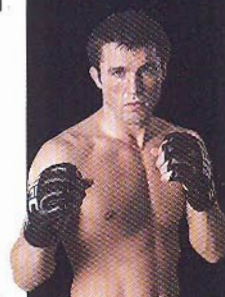
It is something Sonnen enjoys, though, in stark contrast to how he feels about the act of fighting. "The only thing I get out of this sport is that it feeds my ego," he deadpans. "I get a pat on the back here and there, and it makes me feel good. That's why I do it. The fight itself is horrible. Guys say, 'This is gonna be a fun fight.' There's no such thing. Do they even understand how stupid they sound when they say that? It's like a soldier going to war and saying, 'This is gonna be a good time.' You're either lying or making yourself out to be a psychopath. Fighting is a miserable experience."

Chael Sonnen is damn good at it, though, and after years of toil, he is finally closing in on his dream of winning a world title. As he says, "I've put a life's work into that one evening," and he can't wait to put his hands on the best fighter in the world. "Anderson keeps on talking about going up to 205—he should," Sonnen says. "And as a matter of fact, he should have done it before [UFC president] Dana [White] said that he's gotta face me, because I'm gonna close the book on that myth." 🌟

Sonnen has opened up both barrels on the reigning champs while insisting that he's not playing mind games with the champ.

"I'm not trying to get in his head in the least, but look, that guy is truly out of his mind," said Sonnen of Silva. "I've seen this a lot because I've been in sports since I was 9 years old, and press clippings are a lot of fun, but never will I read a press clipping and believe it. When that alarm clock goes off at 7 a.m., I'm getting out of bed and I'm hitting the road, every single day. This guy is sitting at home, drinking coffee and reading about himself and he's starting to think it's true. So am I trying to get in Anderson's head? No, I'm not, but understand this: I've poked my finger in this guy's chest for three and a half years, and he's fought everybody in the world who isn't named Chael Sonnen."

A year ago, such talk would have been dismissed as pure hubris. But since his loss to Demian Maia in his UFC return in February 2009, Sonnen has dominated Dan Miller, Yushin Okami, and Marquardt, leaving no question as to his place among the best in the



VITALS

CHAEI SONNEN

FIGHTING OUT OF
West Linn, Ore.

HEIGHT 6'1"

WEIGHT 185 lbs.

RECORD 26-10-1

TRUE TO THE ROOTS

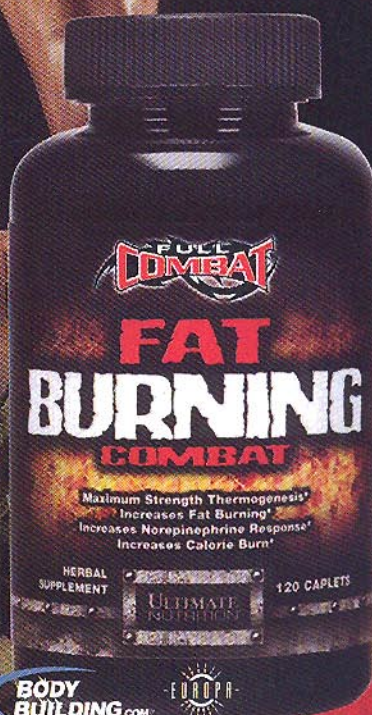
Besides running for public office, Sonnen also serves as a coach for All-Phase Wrestling Club, a local youth program. "I've been a part of the program since 2001. We've gone from six kids to 120."

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TIME TO GET HYPED

From fighting his idols to cashing bonus checks, Patrick "Hype or Die" Barry has plenty to smile about

By MYATT MURPHY

Photograph by JIM KEMPER

Give Pat "Hype or Die" Barry a choice between the red pill or the blue pill in your best Laurence Fishburne voice and he's quick to turn you down. Turns out he swallowed the red pill a long time ago and is still finding out just how far the rabbit hole goes.

"One of the biggest influences of my career is *The Matrix*," the 30-year-old heavyweight admits. "So many people place these self-imposed limitations on themselves. But as Morpheus said, 'Some rules can be bent and others can be broken.'" It's that philosophy—believing that any dream is

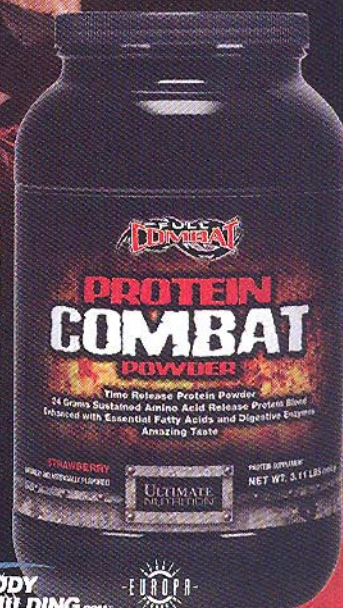
OCT. 24, 2009
PAT BARRY MUGS FOR
THE CAMERA AFTER
DROPPING ANTONI
HARDONK AT UFC 104.

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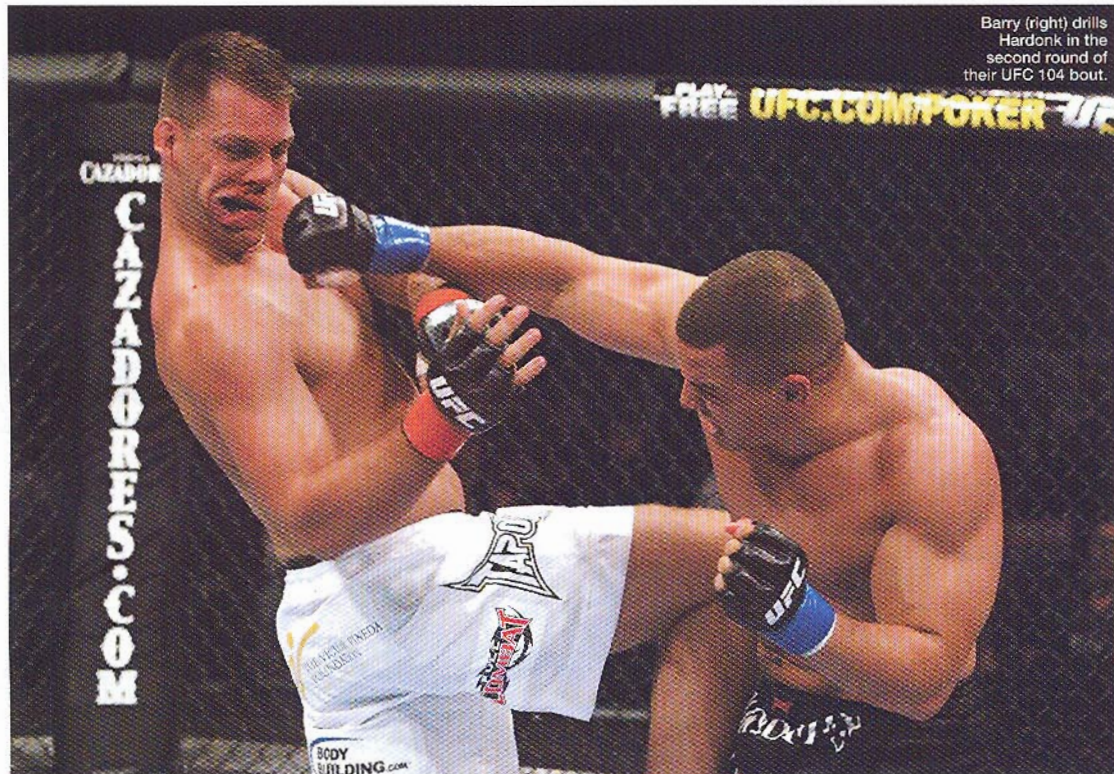
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possible so long as you give it your all—that has helped to catapult Barry's career and turn him into one of the most ruthless strikers in the sport.

Before finding a home in the UFC, the 5'11" New Orleans native was busy chopping down much taller rivals with his solid standup skills in Sanshou, K-1, and World Combat League tournaments, amassing an impressive 18-6-1 record. "A lot of people say I'm too small for the heavyweight division," says Barry, who fights at a lean 240

to win," he recalls. "He was undefeated—and finished his fights with KOs. But I got the opportunity, so I said, 'Fuck it, I'm scared of this guy, but I'll step up and do it.' Before the fight, he even told me, 'Don't worry, this will be over quick.'"

Gurevidius was partially right: Two minutes into the first round, Barry fired a knockout head kick that dropped the unbeatable giant, earning him a world title and a spot on the U.S. National Sanshou Team. "As soon as he hit the ground, I sat there and cried in the ring," Barry remembers. "My entire life, I always saw guys that had a lot of potential and talent, but they chose to not pursue it. Up until then, I had been just like that with my career. I had never unplugged and said, 'I'm going to take a chance and see where this road takes me.' After I knocked



Barry (right) drills Hardonk in the second round of their UFC 104 bout.

pounds. "But throughout my entire career, I've always been the shortest heavyweight, kickboxing against monsters."

Not that it has stopped him. When your pre-UFC career highlight reel is filled with accolades that include becoming a two-time Sanshou champion (2003–2004), reigning as a Combat USA heavyweight champion (2008), and being named "the True Shaolin Warrior of the West" by masters from the actual Shaolin Temple in China, it's hard to argue that you weren't born to be in the sport. "Growing up, I always wanted to be a ninja," Barry says, laughing.

But imagining he could make a buck crumpling opponents on the canvas wasn't a thought in his head, even when he started kickboxing in Baton Rouge back in 2002. Even after 30 amateur fights, "it was just a hobby for me," he says.

That all changed when Barry came face-to-face with Lithuanian Heavyweight World Champ Paul Gurevidius in 2003 at the USASKF Art of War II Sanshou Professional Fights in Atlanta. "It was the fight I was never supposed

"AS SOON AS HE HIT THE GROUND, I SAT THERE AND CRIED IN THE RING."

Knockout and Fight of the Night honors. Now, the 5-1 striker is working even harder to deliver an equally impressive performance against kickboxing sensation Mirko "Cro Cop" Filipovic at UFC 115, rounding out his skills at the Duke Roufus Academy, in Milwaukee, where he's been training for two years.

It's a brutal battle that Barry is looking forward to on many levels. "I may be a fighter in the UFC, but I'm also a fan. While we're fighting, I may just ask him for his autograph—'C'mon, sign my shorts! You're my idol,'" says Barry, who also admits that Cro Cop was once on his list of "the top five scariest dudes in the world that I never want to fight ever." "Now I'm fighting him—someone I not only look up to, but whose lefty stance I mimic because nobody could stop him from that position," he says. "That just shows me that all of the sacrifices I've made—all those times I've gone to sleep on the road away from friends and family and all those mornings that I woke up and couldn't walk because my legs were hurt—are finally paying off." 🍌

him out, that's when I knew I couldn't deny things anymore."

For the infectiously energetic Barry, UFC 104 was yet another milestone that guided him along the path he was meant to walk. Pitted against former training partner and good friend Antoni Hardonk, Barry left with the win—plus a nice \$120,000 payday for scoring both the



VITALS

PAT BARRY

AGE 30

HEIGHT 5'11"

WEIGHT 235 lbs.

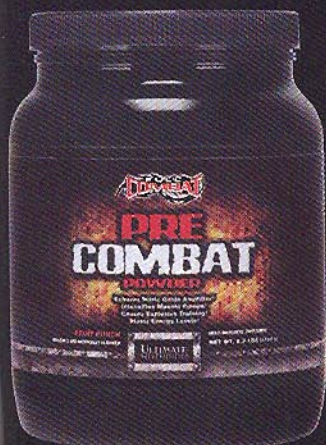
RECORD 5-1

MAMA SAID

"My mom, no matter what, has always told me that I was winning my fights. I could be getting beat down for an entire round, come over to the corner, and she would sit there and say, 'Wow, man, you just kicked his ass! One more round like that and it's all over.'"

TWITTER

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@HypeOrDie

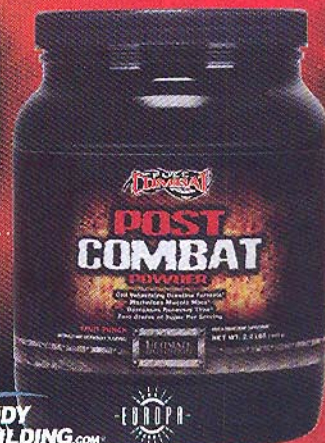


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THE SPARTAN

George Sotiropoulos has roamed the earth, but his sights are set firmly on a final destination: a lightweight title

By DEBBIE LEE Photographs by RAFAEL ASTORGA

Kneeling on the mats in a makeshift workout room at the Sydney Harbour Marriott Hotel, George Sotiropoulos seems oblivious to the crowd of media covering UFC 110. His focus centers on coach Leonard Gabriel, who, in about 30 seconds, will force him to strike, sprawl, stand, and repeat until he gasps for air all over again. ➔

大和魂

MARCH 23, 2010
George Sotiropoulos
near his home
in Vancouver, Wash.



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Sotiropoulos moved to Washington solely to start training at Fisticuffs Gym.



"I've exhausted my mind, body, and soul preparing for this fight," Sotiropoulos later tells one reporter. And then another, and then another....To a skeptic, it sounds like the fledgling lightweight is hedging his bets. He recites the mantra so often that it starts to overshadow how he plans to win.

It's a stark contrast to his opponent, Joe "Daddy" Stevenson. With 47 fights to Sotiropoulos' 14, plus a high-profile training camp, and recent back-to-back wins, the fighter breezes into the same room without a care in the world. A local reporter asks for his game plan. Stevenson, who's smacking a wad of gum, barely waits for him to finish the question and blurts out, "Punching him in the face." A grin quickly spreads from ear to ear.

The divide between the up-and-coming prospect and the confident veteran grows even starker over the next few days. Betting odds are posted, Internet chatter reaches fever pitch, and MMA talking heads voice their opinions. By the time the two roll to the cage at a sold-out Acer Arena, everything has crystallized: George is going to get creamed.

Sotiropoulos had other plans. Three weeks after dominating the match and pulling off a unanimous decision victory, he calls me from his home in Vancouver, Wash. He spouts the usual postfight clichés: everything actually went exactly according to plan; he was never worried; he didn't feel any more pressure than usual.

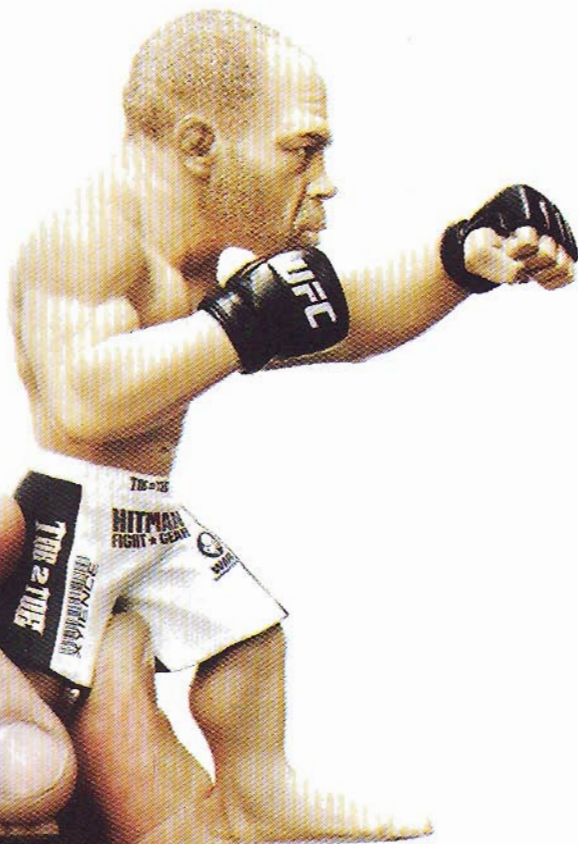
For once, this doesn't sound like the usual case of hindsight bias. After all, self-confidence and determination—some might dare call it arrogance and selfishness—have never been lacking for the 32-year-old Australian. In fact, those attributes may be, at least in part, what helped him though his successful run to the semifinals on *The Ultimate Fighter*, as well as previous Octagon victories over Billy Miles, Roman Mitichyan, George Roop, and Jason Dent. ➤

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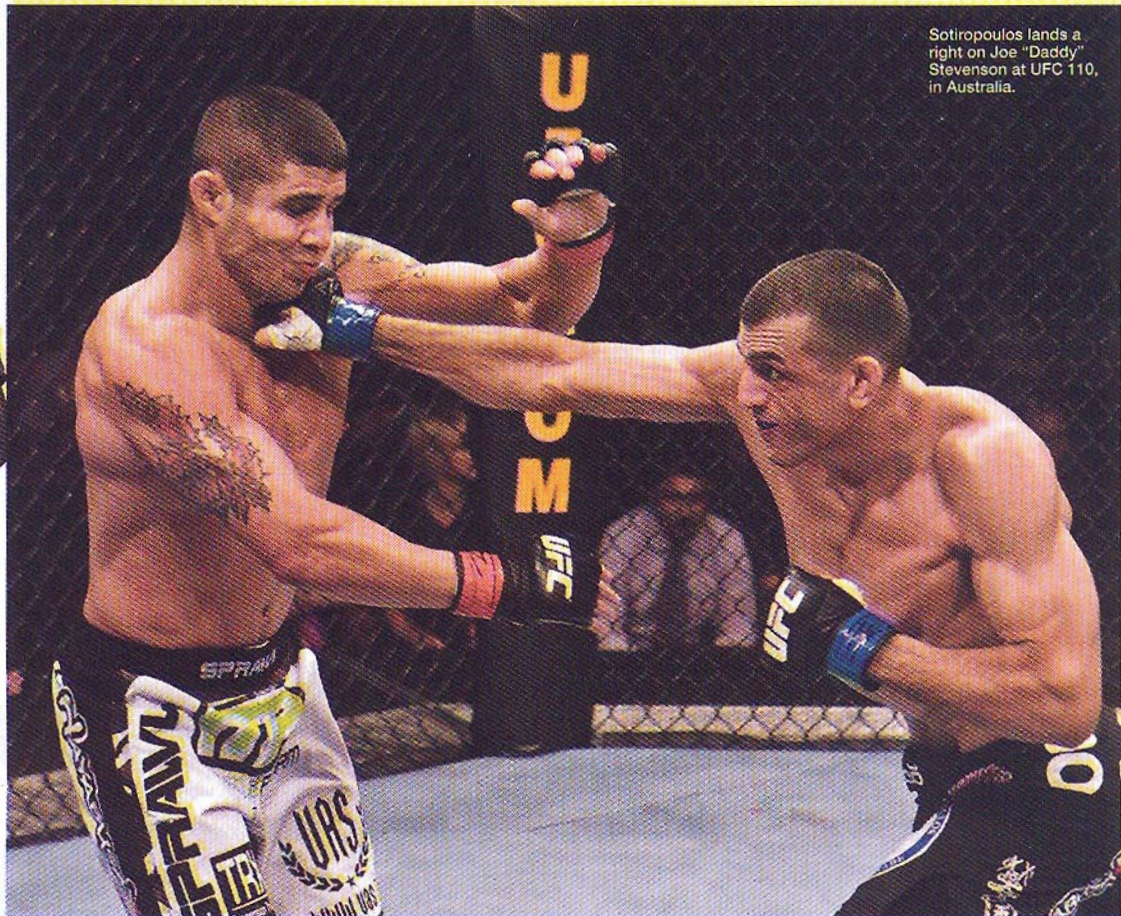
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Sotiropoulos lands a right on Joe "Daddy" Stevenson at UFC 110, in Australia.



VITALS

GEORGE SOTIROPOULOS

FIGHTING OUT OF Vancouver, Wash.

AGE 32

HEIGHT 5'10"

WEIGHT 155 lbs.

STAY IN SCHOOL

"I got my college degree in business. There was a time when I questioned my education. I thought maybe I could have spent that time training and traveling instead. But I think your past shapes your present and future—to take that experience away would have dramatically changed the entire course of my life. In the end it has enlightened me as a person."

But all that flying solo can sometimes prove dubious. Take Sotiropoulos' first fight outside his native Australia, a bout in Guam, at the start of 2006. "I found an Internet forum where a promotion was calling for fighters with American passports," he says. "I asked if they'd take an Australian, and they said sure. But after I sent them my paperwork and started training, I barely heard from them again. Months later they finally issued me a plane ticket days before the fight. I won, but the experience was a roller-coaster ride."

From there, he promptly flew off the cuff to Japan, where he trained in MMA with UFC 13 vet Enson Inoue for the remainder of the year. Sotiropoulos continued to wander the Pacific Rim taking fights in Japan and Korea before finally moving on to New Jersey to compete in the Abu Dhabi Submission Wrestling World Championship. While there he learned about auditions for the sixth season of *The Ultimate Fighter*, and the rest—at least to hardcore UFC fans—is history.

After filming wrapped, he made stops in New York City, Las Vegas, and California before settling into the quiet town of Vancouver, Wash., to train at Fisticuffs Gym. It's 3,000 miles away from his wife of seven months (who remains in NYC), but his solitude is a small sacrifice, if not par for the course.

"By the time I was 24 and done with

"WHEN YOU WANT SOMETHING, YOU HAVE NO CHOICE BUT TO CREATE THE DISCIPLINE."

university, I was working a full-time desk job in Melbourne and living an hour away in Geelong," he says. "So I'd wake up early to train, commute to the office, sleep during my lunch break, get to the gym after work, train again, drive home at 9, be in bed by 11, and do it all over again the next day. In between trips, I'd have to change clothes in the car. But when you want something, you have no choice but to create the discipline."

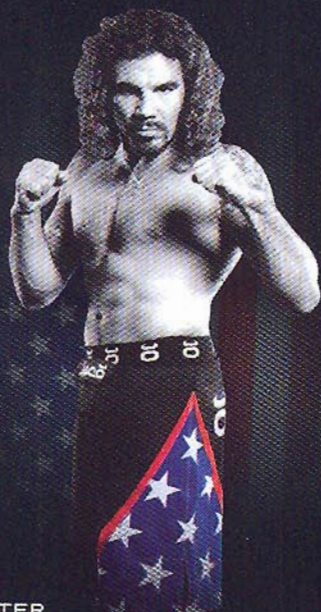
His father, Harry, took a while to warm up to the old routine. A restaurateur who worked 14-hour days for decades, his problem was not his son's dedication. He was sick of the racket.

"He'd come into the garage at 4 a.m. in his pajamas, still half asleep, and ask me, 'What the hell are you doing?' I would wake the whole house from banging the weights. I'm sure he was thinking more along the lines of me having a conventional job, but it ultimately didn't matter as long as I was working hard and had a goal."

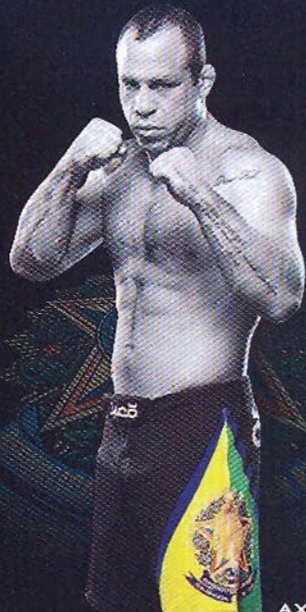
"As for my mother," he adds, "she was always quietly in my corner." Sotiropoulos isn't kidding. The day after the Stevenson victory, she told him that a few weeks earlier, his father had suffered a coma following open-heart surgery. She concealed the news for her son's benefit.

His father has since recovered, allowing his son to return to the States. Asked if he's ready to relax now that he's survived his biggest career and familial obstacles to date, Sotiropoulos predictably says no.

In fact, after sorting through a few hundred e-mails, his next stop is Fisticuffs Gym. "I think it's great that the win has brought me more attention, but it'd be premature to take a break now," he says. "Some have alluded to a title shot. I'll be happy to earn one in time, but I'm realistic. I know I haven't rocked the world with anything...yet. Anyway, I'd never be satisfied at the top unless I knew that I truly fought my way there."

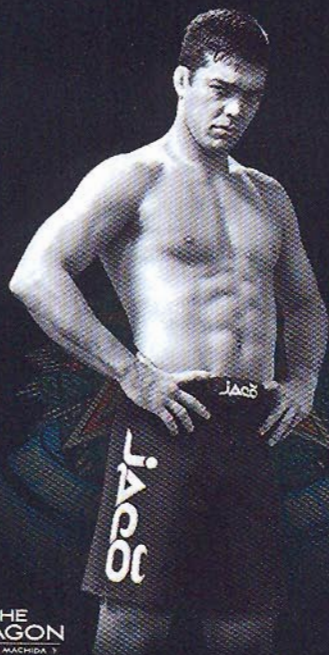


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CLAY GUIDA

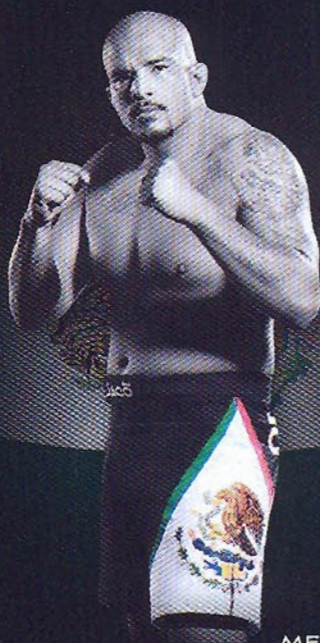


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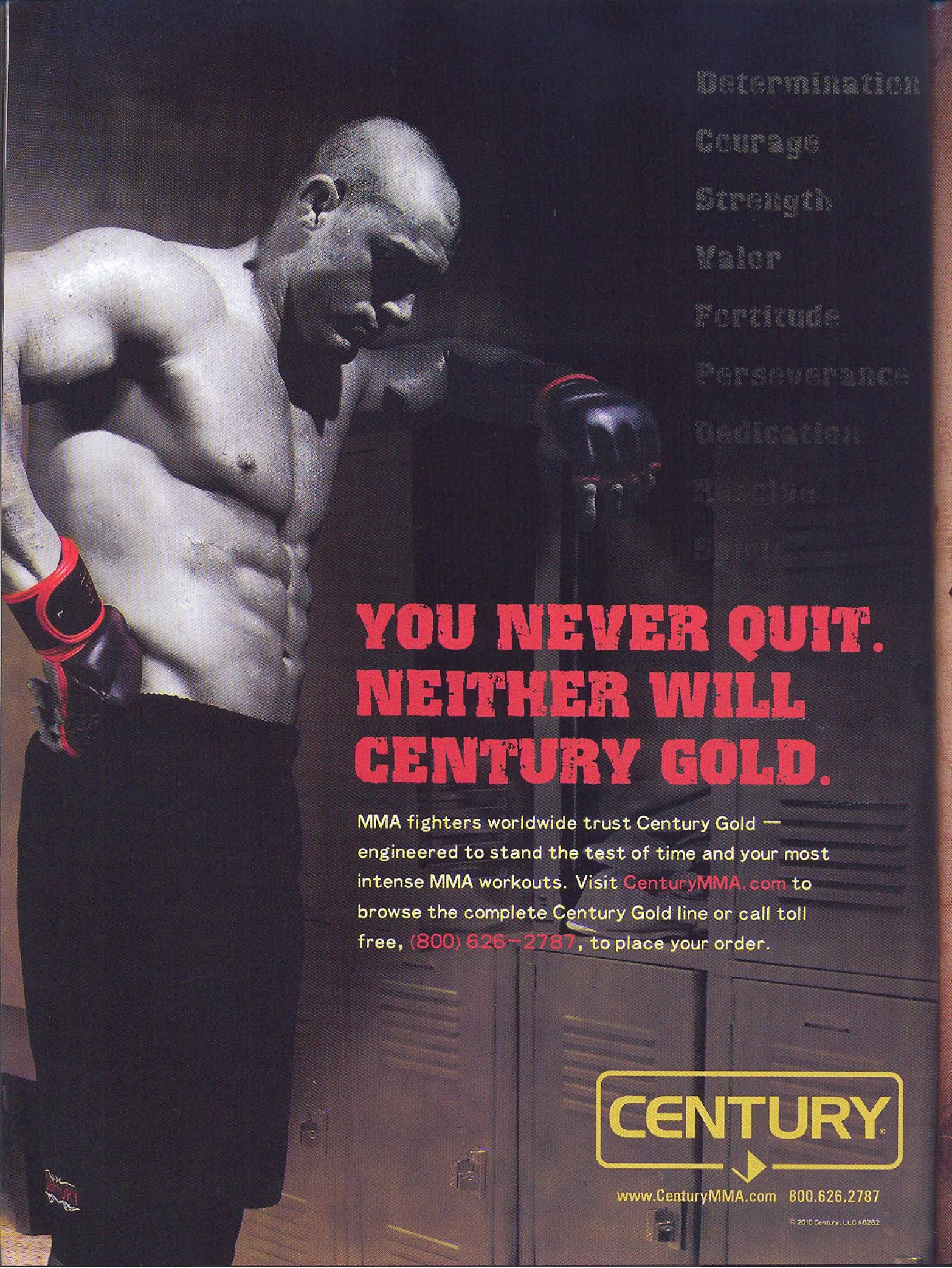
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technical knockouts

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Photograph by JONATHAN KAMBOURIS

DYE 2010 DM SERIES MARKER WITH HOTOR LOADER

Rain down paint on your opponents as quickly as you can pull the trigger with Dye's latest paintball gun. Faster, lighter, and more accurate than the previous version, the 2010 DM also has a shorter 14-inch Ultralite barrel and proprietary Eye Pipe tech that keeps ammo dropping into the breech at a smoldering 50 balls per second. Time to lock and load. Marker **\$1,300**, loader **\$160**. dypaintball.com



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Get an edge on the paintball field with the latest gear

By NOAH JOHNSON Photography by JONATHAN KAMBOURIS



DYE PAINTBALL i4 GOGGLE SYSTEM

Protect your good looks or, for you ugly bastards, at least your vision with the i4. You can even swap a paint-covered lens for a fresh visor in the middle of a game, and the multidirectional venting keeps the inside fog-free when you're sweating bullets.

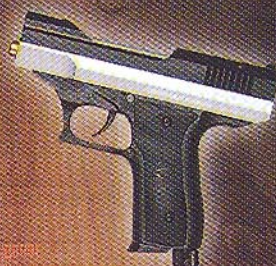
\$110 dye paintball.com



TIPPMANN BIG BOY GRENADE

Roughly the size of a baseball, each Big Boy carries a 10-ounce payload of fluorescent paint. Is this taking the game too far or dominating the competition? Who cares. Kill 'em all, and let the ref sort things out.

\$7 tippmann.com



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Keep this Glock-style marker in a holster and break it out for some fast-action, short-range battle. The .43 caliber Chaser simulates the real weight and feel of a pistol and uses smaller 11 mm paintballs that fly fast and hurt less than most. But they still count as a hit in the field.

\$180 kingman.com



DYE PROTO GLOVES

Playing without gloves leaves your trigger finger vulnerable and leaves your grip suspect at best. The rubber shielding on top of the Proto's fingers forms a solid barrier to protect your digits from the inevitable knuckle shot.

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Rocking a jersey on the field has benefits beyond just letting the other team know that you're serious. Pit vents for staying cool, stain-resistant lightweight nylon fabric, and a relaxed fit for better maneuverability make this jersey a better tactical choice than, say, playing in your "I'm With Stupid" T-shirt. **\$50** spydervt.com

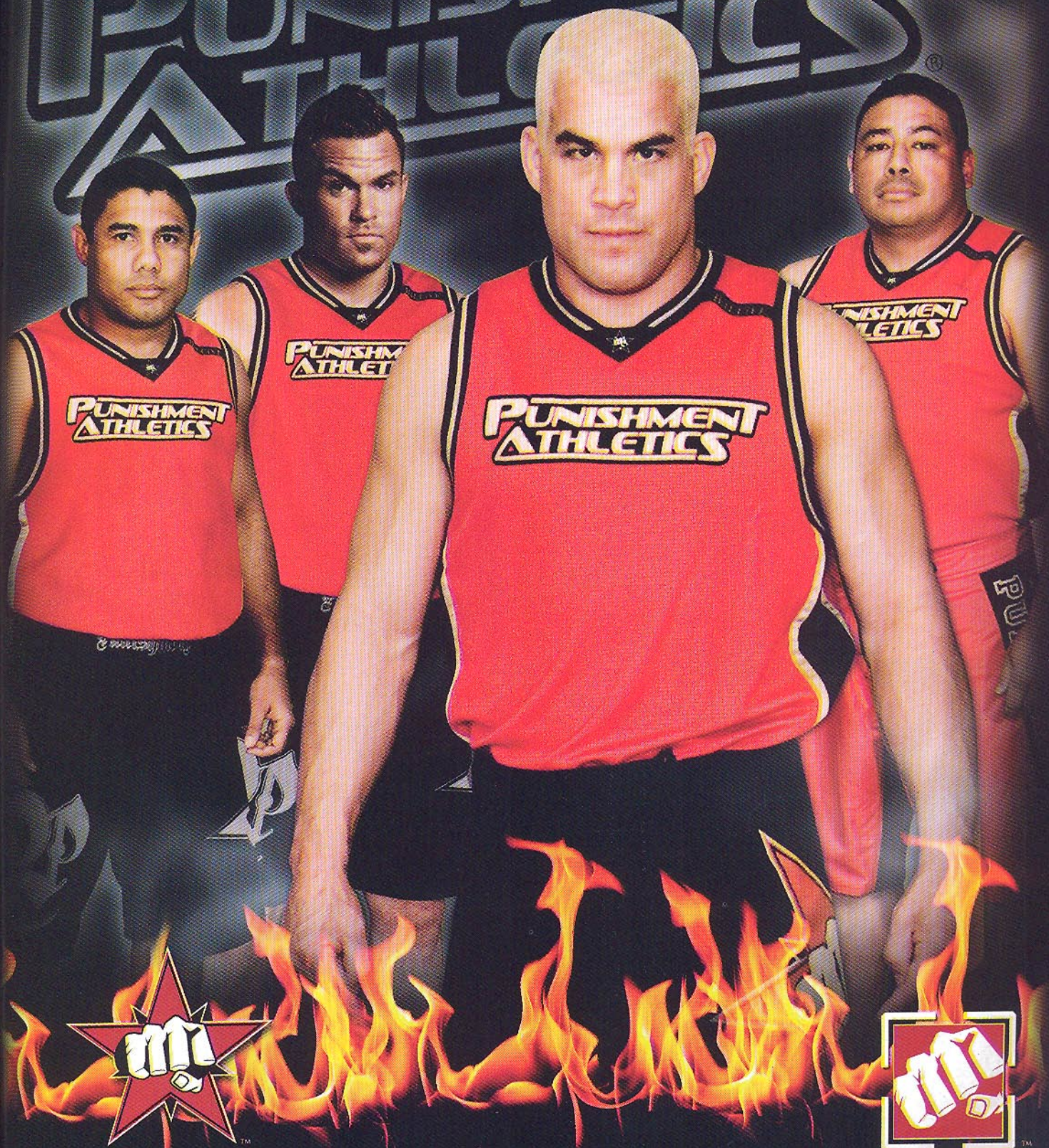


TIPPMANN X7 PHENOM

Customizable options from stocks to sights allow you to trick out the Phenom to look like an MP5 (pictured) or other tools of modern warfare, such as the AK-47 or an M16. The new FlexValve tech lets you get 1,400 shots out of 68-cubic-inch tank, and the Cyclone feed system moves ammo at 15 rounds per second without batteries. **\$429** tippmann.com

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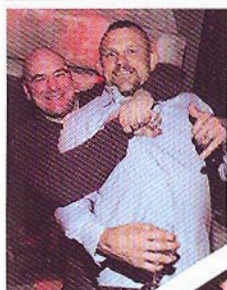
UFC TAKES NYC

Last month, UFC's legendary entourage descended upon the East Coast for UFC 111: St-Pierre vs. Hardy at the Prudential Center in Newark, N.J. The real action went down outside the ring, Friday, March 26, immediately following weigh-ins.

The festivities kicked off at 632 on Hudson, where Dana White, Lorenzo Fertitta, and Frank Fertitta III hosted an exclusive pre-fight event celebrating the UFC in New York City.

Revelers continued on to the official Tokyo Five Brand/ UFC magazine after-party at 48 Lounge. Fighters and fans alike joined *Playboy's* Miss May 2003, Laurie Fetter, to sip Tequila Cazadores cocktails and bask in the fight hype of the weekend.

Dana White puts Chuck Liddell in a choke hold.



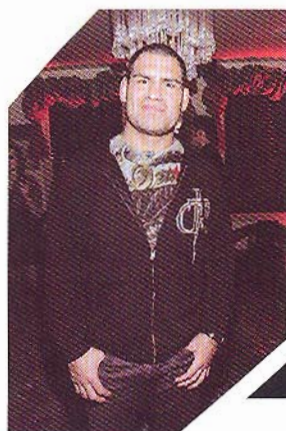
UFC co-owners Lorenzo Fertitta, Dana White, and Frank Fertitta



Olivia Blois and Alexa Prisco of the Style Network's *Jerseylicious*



Thiago "Pitbull" Alves



Heavyweight champ Brock Lesnar and actor Chaske Spencer of *Twilight*



Heavyweight contender Cain Velasquez

Miss May 2003, Laurie Fetter, suits up.



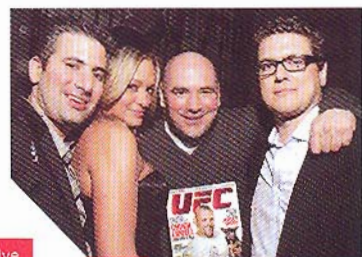
"Filthy" Tom Lawlor with Charles Jebra, Tokyo Five President



Chuck Liddell, girlfriend Heidi Northcott



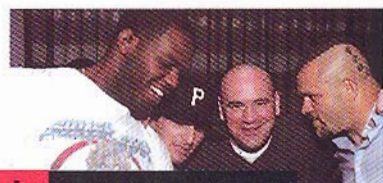
Peter Jebra, Tokyo Five Marketing Director and Laurie Fetter



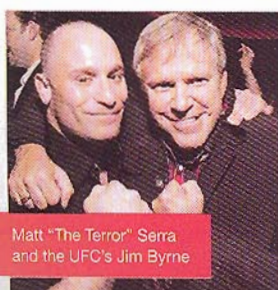
UFC publisher Larry Menkes, Laurie Fetter, Dana White, and UFC editor-in-chief Seth Kelly



Ladies partying it up



Jon Jones, Dana White, and Chuck Liddell huddle up.



Matt "The Terror" Serra and the UFC's Jim Byrne



Matt Slosek, Bacardi USA Regional Manager, middleweight Nick Catone, and Charles Jebra



Tequila Cazadores



MMAFighting.com reporter Ariel Helwani and Tokyo Five P.R. manager Jon Bier



Stephan "The American Psycho" Bonnar greets a guest.

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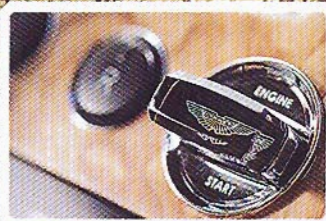
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ENGLISH GENT

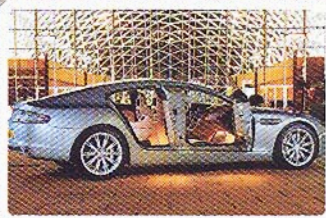
The supermodel-swank **2010 Aston Martin Rapide** flips the bird to Porsche and Mercedes-Benz with "swan" doors and 12 pumping cylinders *By MARTY PADGETT*



The Aston Martin Rapide cabin is swathed in leather, sparkling chrome and gorgeous wood trim.



The Rapide's key is tipped with crystal—just in case, you know, you forgot you paid \$200,000 for it.



The backseat folds down to create cargo space to house your swelling ego.

The year 2010 will go down as the Year of the Dragon if you're Chinese, the Year of the Recall if you work for Toyota, or the Year of Funky Doors if you've been scoping out the next four-wheeled fantasy for your garage. First, we had the gull-wing Mercedes-Benz SLS, the first four-door Porsche ever—and now there's the Aston Martin Rapide, the car you've been daydreaming about since fourth-grade detention.

On the Rapide, the funky doors in question are "swan wings"—articulated so they swing out and up. Aston says it's to make it easier to climb in, but we're calling bull. It's a pickup line rendered in aluminum, and they know it.

Not that the Rapide needs help luring in suitors. It's as close to a concept car as any production auto comes today,

with an impossibly good-looking nose and exotically British cabin filled with lacquered wood and leathers that must have unzipped themselves from cows that got spa treatments and supportive mantras sent daily from Oprah's Twitter feed.

The Rapide's massive 6.0-liter V-12 is the same engine used in the DB9 sports car, and the 007 thrust carries over just like Q intended—the car pulses to 60 mph in five seconds and rushes to almost 190 mph. Its 470 hp barely whispers until you press the gas hard, and even then it's a purebred purr as you flick the six-speed's paddle shifters through the gears. The rear-wheel drive stays balanced for amazing handling and neutrality—but being British, is more than happy to bomb the crap out of German iron, such as the Audi A8, whenever history calls or your ego speed-dials.



2010 Aston Martin Rapide

THE NUMBERS

470 hp, six-speed paddle-shifted automatic, Bang & Olufsen audio system

THE PRICE

\$200,000, with few options other than the standard variety of colors and trims

THE DEAL

It's not the fastest machine ever, but it is the most hypnotically sexy we've touched (and that's counting the sexbots on Craigslist).



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For about \$60,000, Infiniti also has a four-door with lovely lady lumps and a throttle-happy V-8 engine with 420 horses, plus it's faster and more fuel-efficient than the gorgeous Aston Rapide. The whip-smart 2011 Infiniti M56 rockets to 60 mph in less than five seconds, tops out at 155 mph or faster, and even sprinkles silver dust all over one of its choice interior trims. Opt for the tech gadgets such as a Bose sound system and blind-spot sensors, but resist the urge to cheap out with the \$47,000 M37.



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From flavored to straight-up Polish premium firewater, vodka is the clear choice for discerning cocktailers—and reformed Communists—everywhere *By MARTY PADGETT Photograph by JONATHAN KAMBOURIS*

BELVEDERE

The first brand to launch a superpremium vodka, Belvedere's distillers kicked off a cold war all their own. The contents of each bottle combine Dankowskie Gold Rye and Belvedere's own artesian well water into Poland's most potent (and marketable) potion.

belvederevodka.com \$34

ABSOLUT BERRI AÇAÍ

Absolut's latest spin on ethanol and water mingles extracts of blueberry, pomegranate, and açai berry—a Brazilian palm-tree fruit that's rumored to supercharge everything from your heart to your sex life. Whether it works or not, it's still better than Lyoto Machida's supplement of choice.

absolutdrinks.com \$26

FINLANDIA

This Finnish barley-based spirit turns 40 this year alongside Jennifer Lopez and what would seem like 80% of the curling medalists at the Vancouver Winter Olympics. Still young by iconic brand standards, the Fin sits atop the chart of vodkas imported to Russia. And that's as good of a recommendation as you can get, comrade.

finlandia.com \$23

GREY GOOSE

The French attitude toward war may vary by century, but when it comes to vodka they are decidedly gung ho. Distilled in cognac, the Goose offers one of the smoothest rides your palate will experience courtesy of a premium vodka. Drink it on the rocks and toast the Marquis de Lafayette, the Frenchman who helped the U.S. kick out the British.

greygoose.com \$39

SMIRNOFF BLUE DARK ROASTED ESPRESSO

Caffeine and alcohol doesn't have to involve an energy drink. Smirnoff infuses its 100-proof spirit with the flavor of the mighty espresso bean. The result? Drink it straight for a breakfast of champions or concoct a White Russian that even The Dude would most certainly abide.

smirnoff.com \$17



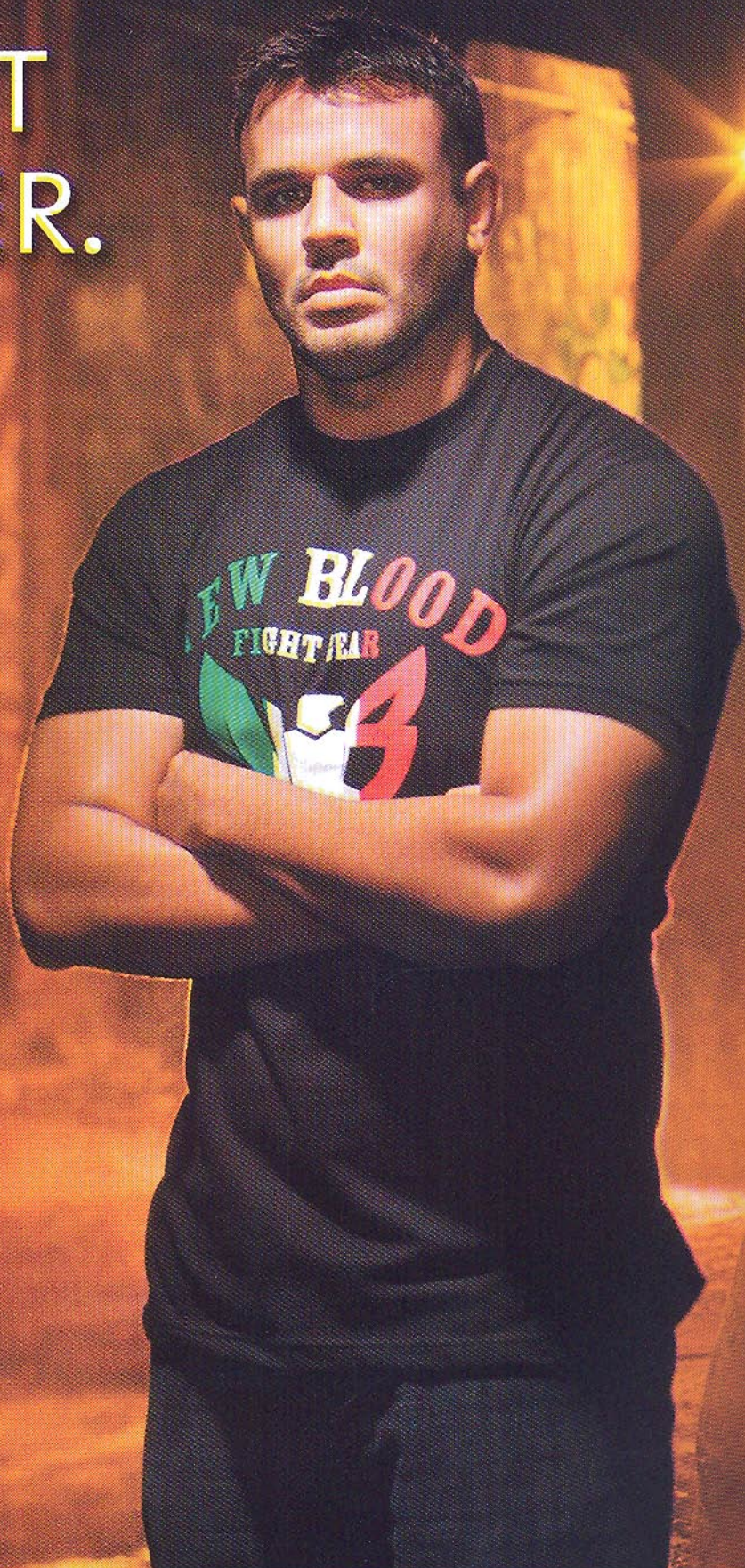
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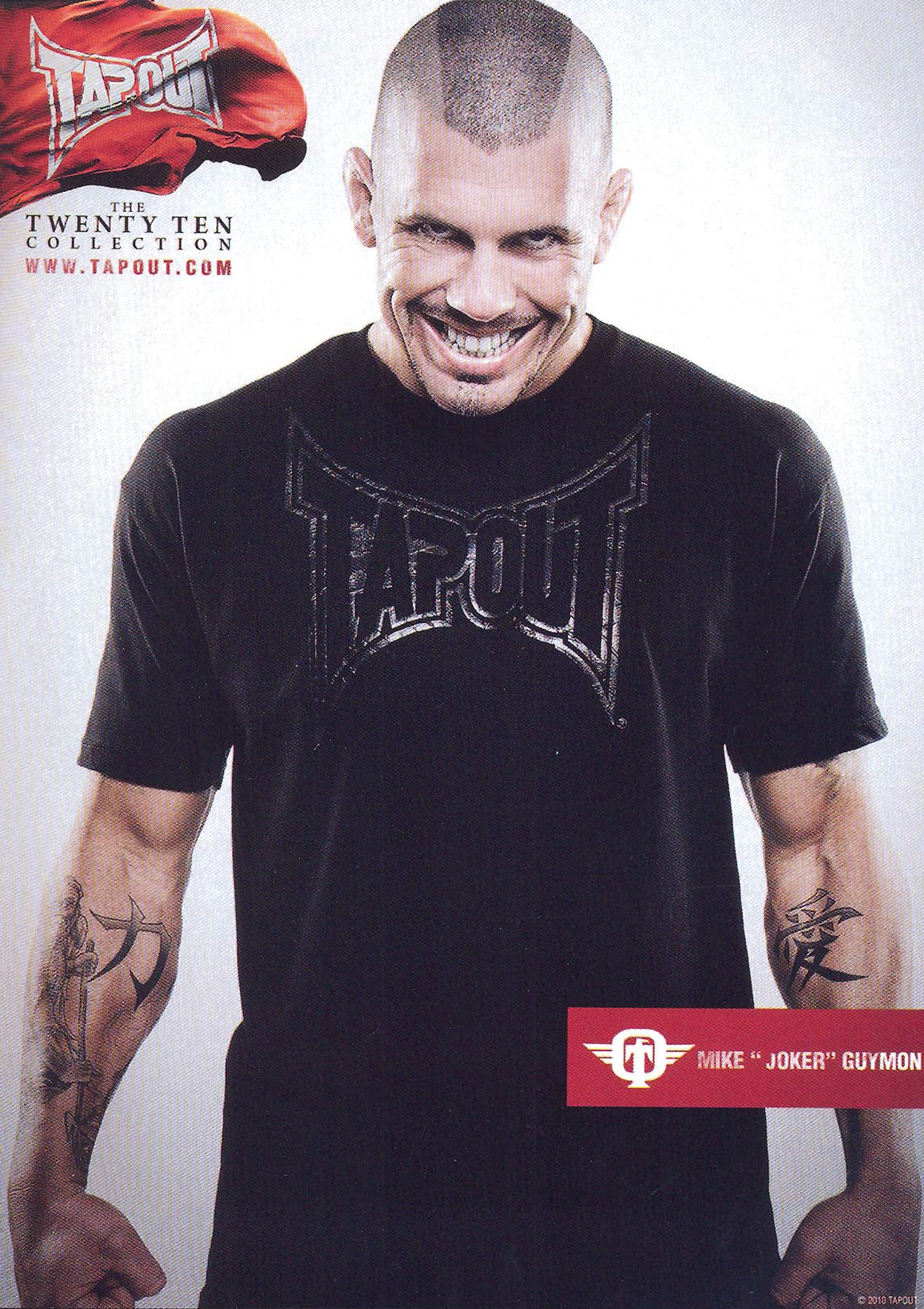
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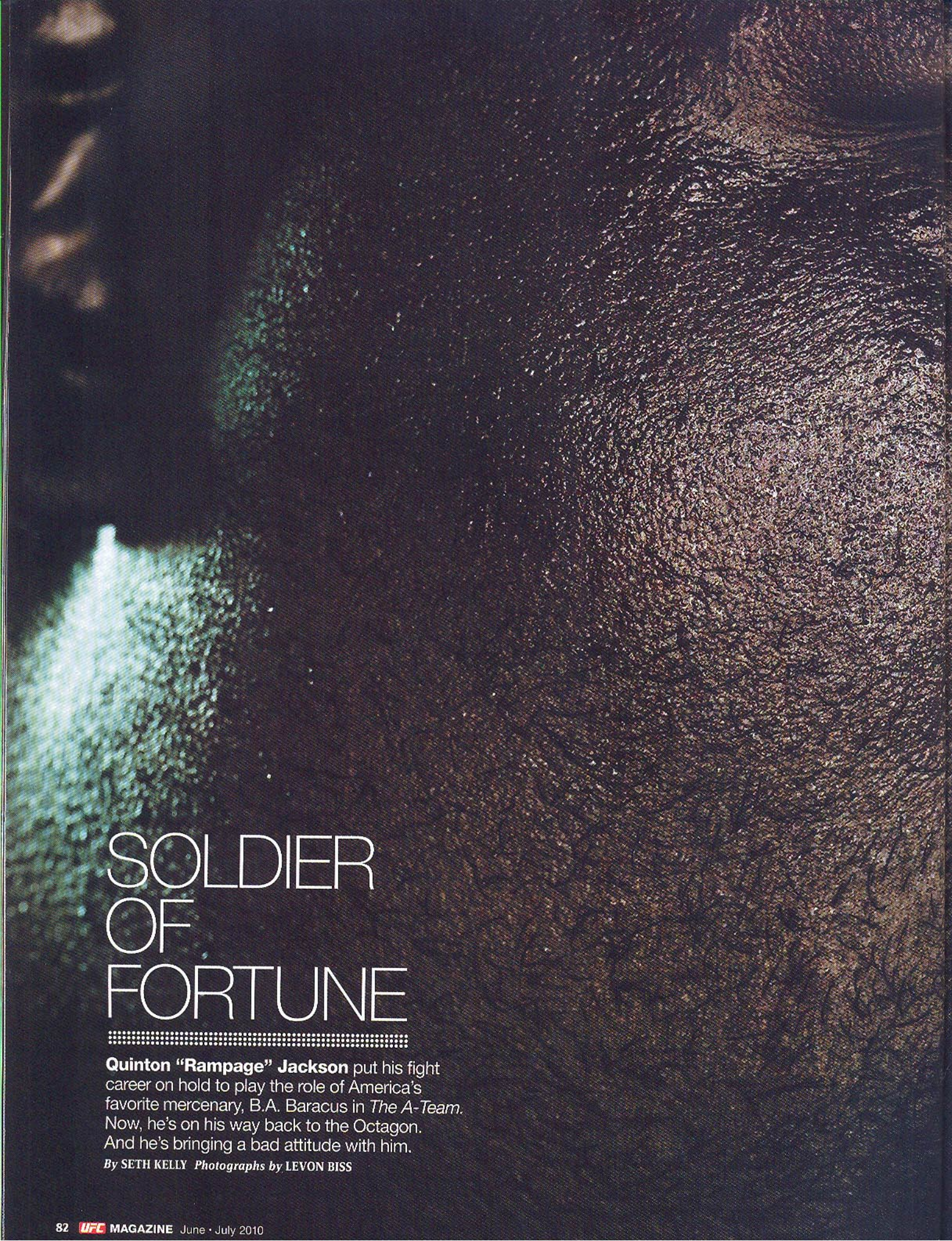
MIKE "JOKER" GUYMON



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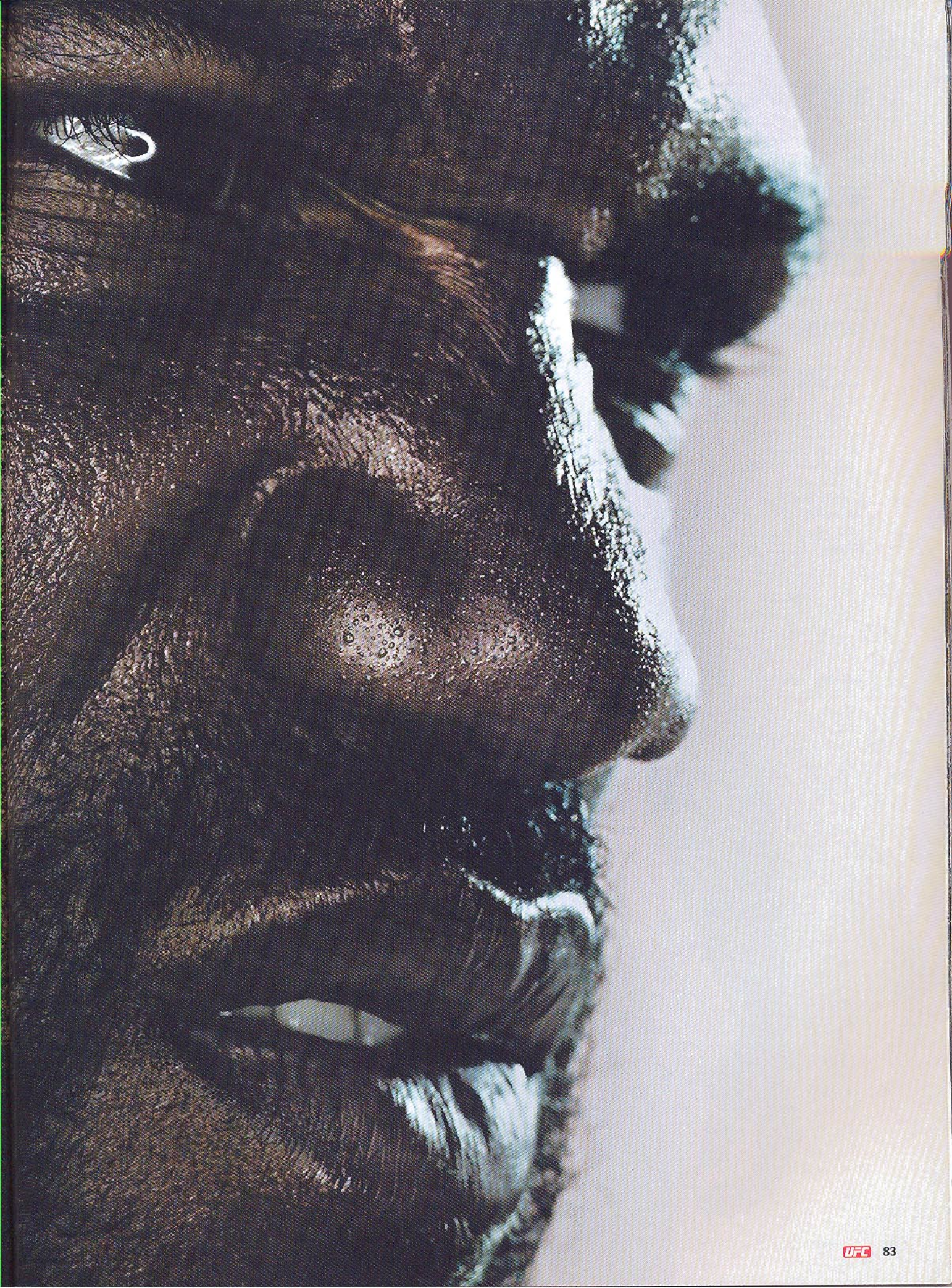
KIMBO SLICE



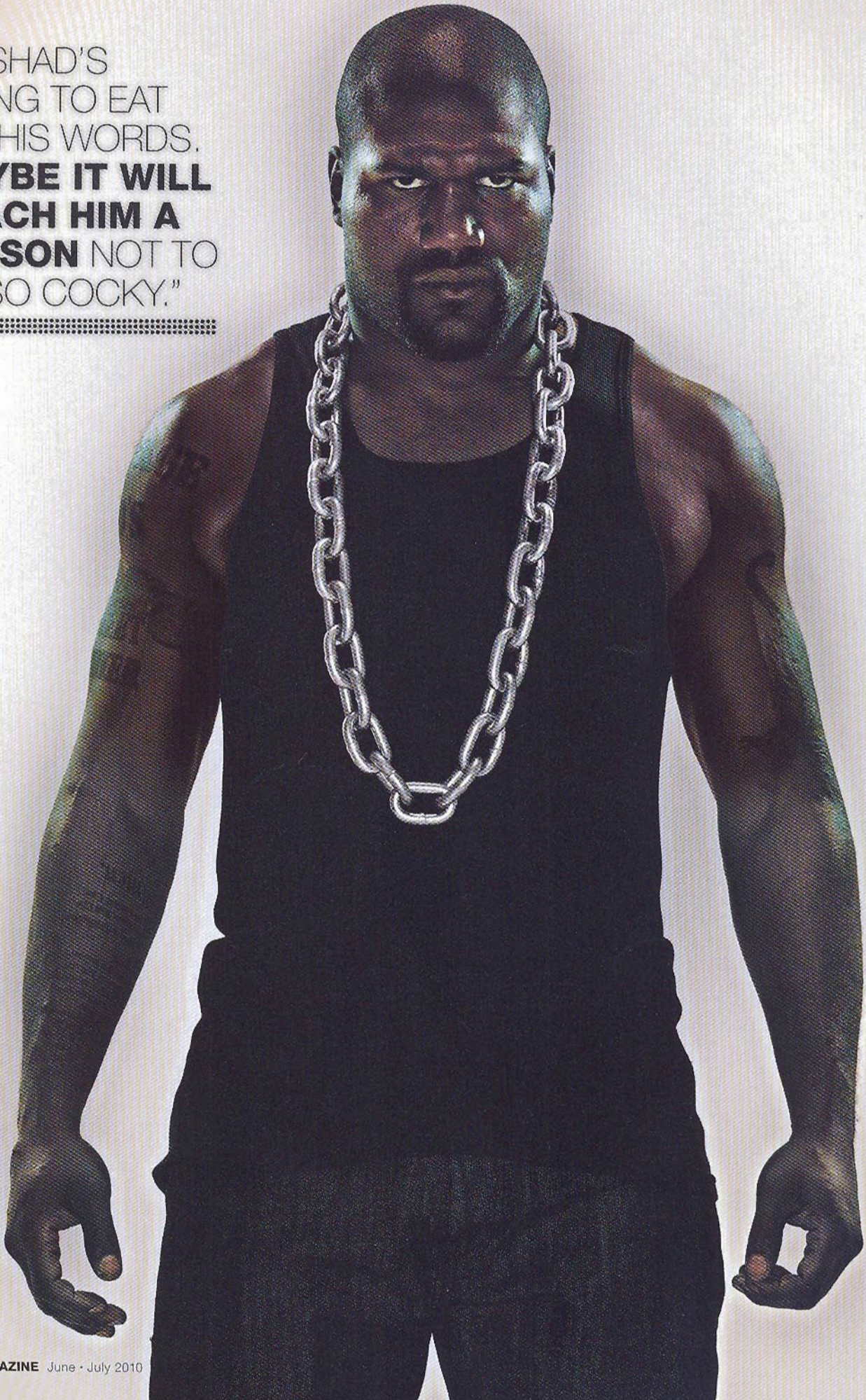
SOLDIER OF FORTUNE

Quinton "Rampage" Jackson put his fight career on hold to play the role of America's favorite mercenary, B.A. Baracus in *The A-Team*. Now, he's on his way back to the Octagon. And he's bringing a bad attitude with him.

By SETH KELLY Photographs by LEVON BISS



"RASHAD'S
GOING TO EAT
ALL HIS WORDS.
**MAYBE IT WILL
TEACH HIM A
LESSON** NOT TO
BE SO COCKY."



"THERE'S A MUTANT

on the mat, can you pick him out?" asks Anthony McGann, manager for Quinton "Rampage" Jackson. Sitting in the back of Wolfs Lair MMA, McGann's gym and Jackson's base for training camp in Widnes, England, we have a clear view of the 20 or so guys warming up for a session. A few familiar faces like UFC middleweight Michael Bisping, preparing for his own fight with Dan Miller, and veteran fighters Mike Dolce and Joe Vedepe stand out. But there are a lot of strangers. After an incorrect guess (turned out to be up-and-coming fighter Dillian White), McGann points out Lance Gibson, the actor who played Spike, a character that ran afoul of Wolverine in *X-Men 3*. Gibson isn't training for a fight. He's simply a friend there to keep Jackson somewhat loose in training camp, to provide a distraction from the grind. It's one of the few luxuries "Rampage" will get during his preparations to face "Suga" Rashad Evans at UFC 114. Coming off the production of *The A-Team* and assuming the role of B.A. Baracus, "Rampage" is getting back to his day job. And it pisses him off. Jackson despises training camp. But after more than a year of talking trash with his upcoming opponent, he likes Evans even less. Combining those two hatreds leaves you with one highly motivated individual.

You and Evans have been feuding since UFC 96 when he faced off with you in the cage. Did you ever come across him before the UFC?

I remember when he fought in Gladiator Challenge. I've never been impressed by him. He's gotten better over the years, but if you go back and look at his fights, the best thing he can do is dance around in the cage. And it's not pretty.

You two have talked trash for more than a year, through a full season of *The Ultimate Fighter*, as coaches. What's fueling it?

He's just one of those dudes. I'm training my ass off, and come May 29, he's going to eat all his words. He's going to be like, "Man, I wish I hadn't said that." He's going to remember the shit he said. Maybe it will teach him a lesson not to be so cocky.

Do you think pro fighters, or grown men in general, actually learn lessons at this point?

I learn lessons. Right now I'm learning humility, especially, training with the guys kicking my ass right now. That's what humbles you. And that's what makes me better. When the fight comes, that's when I know, "I been getting my ass kicked for eight weeks, 12 weeks, whatever. I'm tired of getting my ass kicked, and this motherfucker has gotta pay for all the ass kickings I got." That's what makes me better.

Do you really need the extra motivation for Rashad?

No, but I like it, though. It's no secret that I hate training. I've let it be known. But when someone does what Rashad has done, like come up to me in the clubs, some of the things Rashad said to me on *The Ultimate Fighter*. When I run, when I train, when I spar, I'm thinking of all the things he said to me.

What's going through your head when someone gets in your face?

The thing about me is, I'm the type of person that I have to be the better man. I have to make it like funny for me because I do not trust myself. I have that type of temper. I just couldn't control it, and I would do something. I try to stay away from Rashad. When he comes up to me in nightclubs or at UFC events I just have to make jokes. 'Cause I remember how I felt on the show when he started talking shit. I remember [laughing], I remember the thoughts I had.

What's making you laugh right now?

I'm laughing for one thought. This one thought really fucking saved him [during *TUF*]. He was really, really pissing me off. He walked up to me, and he had one flip-flop on. You know? He was really pissing me off and I looked down at his feet and I was like, "Why you got one flip-flop on?" He said, "'Cause I'm gonna put this foot up your ass." And it just made me laugh.

I'm guessing, it's hard to talk smack wearing one flip-flop.

[Laughs] Yeah! He had one flip-flop on, but he said it so serious. I couldn't help but laugh. And that's when it all came to me, "Don't get mad at this dude. Something is wrong with him." He was probably just doing it for the camera. He was just trying to get me mad. It's hard to explain yourself to people because I am an entertainer. But I'm just not the right person to try to piss off.

You've acted before, but *The A-Team* is your first blockbuster. What were your thoughts going in?

At first I was nervous because they had me going to do a movie with the best of the best. It's like an actor that wants to train MMA and take a real fight, so he just goes and fights Brock Lesnar. It was just like that. Everybody knew I was new to acting. They were cool. But I was nervous because I was the only guy who could have possibly fucked up the movie.

How do you think you did?

The director said I did great. I was very shocked, but I had excellent acting coaches.

Did you train for the movie with the same kind of intensity you use to train for a fight?

Yeah. I got a good acting coach, Ed Quinn. He's an actor himself, and he was an athlete in school. He could relate to me, he could lay it out for me in terms that I could relate to. He just really dissected scenes for me as we watched. He showed me how actors watch movies. Now, I watch movies and try to figure out how they did this or that, and it actually kind of fucked up the moviegoing experience for me.

How's your improv ability?

I thought I was good at improv because I do it in interviews. If Joe Rogan asks you something, you gotta be quick. You can't be like, "Uhh...damn, Joe. There's a joke here somewhere." But Bradley Cooper is really good at improv. I want to say he's one of the best, but then people will be like, "Man, you never done a movie with me." But in my experience, that guy is sick at improv.

What made you put your fight career on hold to take the role?

I've never really been a big fan of anybody, I don't know why. I didn't watch sports. I never had posters on my wall as a kid. But I always liked Mr. T. But it wasn't just him. Me and my dad would sit and watch the show all the time, back when my parents were married. We joked around and acted like B.A. or talked about what Murdock said. And those are a part of the good and positive memories I have of my dad as a kid.

Was this a way to reconnect with your family for you?

My dad, he changed his life. He had turned away to alcoholism, but now he's good. He's been this way for a while you know. He's been to all my UFC fights. He never went to the PRIDE fights. He's a big supporter. He's a deacon of his church. He's a real positive person. I'm so proud of him. I wanted to do the movie for him. I didn't try to act like Mr. T. When you guys watch B.A. Baracus, you're watching me and my dad.

He must have been proud.

He was so proud. He couldn't believe his son was playing B.A. Baracus. It was just one of those things. Mr. T is a big icon in my culture. So many people wanted this role, so many people. It came down to me and 50 Cent. So many people tried out for this. What were the odds of my getting it?

Probably pretty slim.

Yeah, it was. If it weren't for my acting coaches... They don't care how you look. If you can't act, then forget it. This is a real-deal movie with a \$150 million budget. My dad said, "Yeah, son, B.A. Baracus, that's *The A-Team*, come on. You can't pass that up."

While we're talking history, what's the story with your trademark chain?

I've had it ever since high school wrestling. One fight I had in Gladiator Challenge, I think it was against Dave Taylor, I forgot the chain, and the guy kind of got mad. He said, "Man, you had the chain when you fought everybody else. But you forgot the chain when you fought me."

Your opponent was let down you weren't in full costume?

He was pissed that I didn't have the chain on after the fight! I almost forgot the chain a couple of times and had to rush and get it. Another time in King of the Cage, normally I walked out in shorts, but I forgot them. I just said, "Screw it, I'll walk down in my pants." So, I walked out in the camouflage pants and the chain, feeling stupid because I'm walking out in my pants. And, I picked this big guy up, and I slammed him—BOOM—and I ground and pound him. Turned out a guy from PRIDE was there. He came up to me after the fight and said, "I like your character," and gave me a card.

What happened next?

Wanderlei Silva kicked [Kazushi] Sakuraba's ass for the first time, and Sakuraba was a big ticket seller in Japan. They needed someone to step in to make Sakuraba look tough and give them a show but still not kick his ass. I was the perfect guy because I wasn't ready to be in PRIDE yet. If you watch the fight, I walked out with like the half-cardboard Gladiator Challenge belt on [Laughs]. They put in the contract that I had to wear the chain, the belt, and the camouflage pants.

After the next fight with Evans, do you want to rematch with Mauricio "Shogun" Rua? [Ed Note: This story went to press prior to UFC 113.]

If Shogun beats [Lyoto] Machida, I most definitely would love a rematch. That fight with Shogun still haunts me to this day. I was injured going into the fight. But I just knew I could beat Shogun. I really underestimated him. If I had known he was that tough, I woulda said, "Nah, I can't fight." I'd heal myself up and then fight.

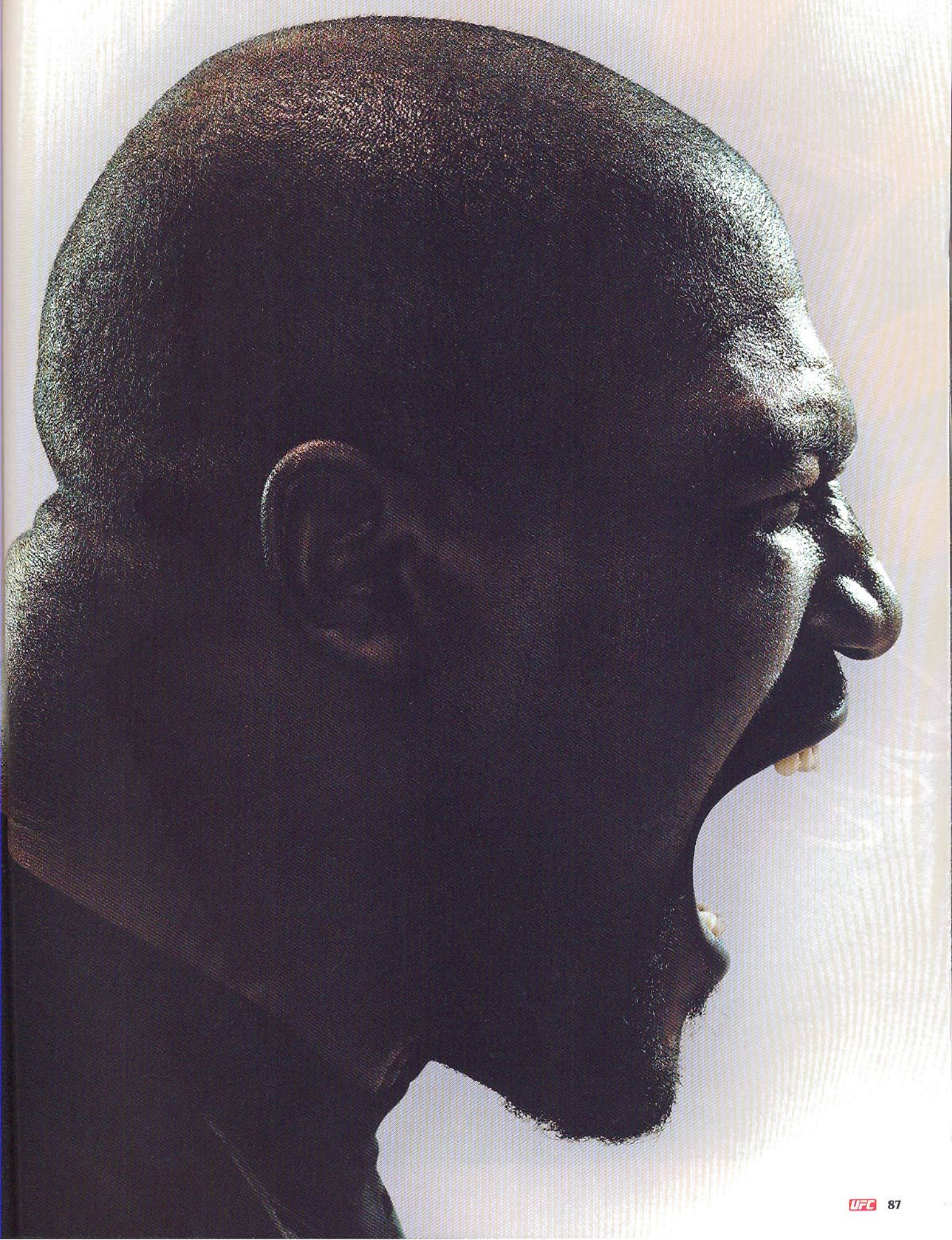
Why did you do it?

Back then I was wild with my money. I was a kid. I was 27 years old. PRIDE paid me cash, and I needed the money. So I did it. That fight still haunts me. I got hurt. I didn't tap out. I just let him keep punching and kicking me and I just went out like that.

Talking to you now, you seem like the kind of guy that can just let that kind of thing go.

I've been a fighter my whole life. I still don't want to go out there and get my ass kicked 'cause I'm getting paid. I still want to be known as the best fighter and the toughest guy. I don't want to go out there and get the shit kicked out of me, I want to go out there and destroy some motherfuckers. 🌟

"THEY HAD ME GOING TO DO A MOVIE WITH THE BEST OF THE BEST. IT'S LIKE AN ACTOR THAT WANTS TO TRAIN MMA AND TAKE A REAL FIGHT WITH BROCK LESNAR."



FOLLOW ME!

While the NFL and NBA do their best to curb the use of social media, UFC athletes set the pace for growing their personal brands online

By CHAD DUNDAS Illustrations by ALEX FINE





THE COPS WERE NOT PLEASED WITH DANA WHITE.

In less than 15 minutes, a short (140 characters or less) digital message turned a sleepy suburban shopping center in Culver City, Calif., into total chaos. Hundreds of UFC fans descended on the place, clogging the hallways and forming a pair of lines that stretched as far as the eye could see in either direction. Some skipped school, others came bearing signs with slogans like, "Will Fight for Tix!" The local authorities were not amused. The spontaneous UFC rally spawned directly from a single Twitter post from UFC president Dana White, saying that he was on the third floor of the mall, which he picked at random, with free tickets to UFC 104 at the Staples Center waiting for whoever could find him.

Obviously, a few more people than expected took him up on his offer. "It was insane," White remembers. "We were just at some random mall that I pulled up to...I almost got arrested that day."

Eventually, White straightened things out. The fans got their tickets. Everybody went home happy. The police didn't have to offer him one of their cozy rooms for the night. That was October 2009, and the bedlam at the mall was something White was quickly getting used to. Similar mob scenes developed that month at ticket giveaways in Phoenix, New York, and Las Vegas; all of them organized and advertised by White himself via his Twitter feed. If White hadn't realized it before, he walked away from those events having learned a valuable lesson about the might of his new favorite toy.

"Twitter is so powerful and so fast," he says. "When I send the [ticket giveaway] tweets, people are there in minutes. It doesn't matter where it is...There's never in history been anything—really not even the Internet—where you can directly talk to your fans instantly like this."

Less than a year later, White's own Twitter has (as of this writing) more than a million followers, and there are more than 150 UFC fighters also managing their own official accounts. The company itself maintains feeds that publish in English, Spanish, and Japanese. All together, the UFC's Twitter properties reach around 1.2 million people each day. The total of followers makes the fight promotion one of the largest sports entities on Twitter, bar none. Last year, its gala UFC 100 event was Twitter's No. 8 most discussed sports topic, finishing just behind the NFL and ahead of the New York Yankees, in terms of popularity. During UFC event weeks it's not uncommon for the combined UFC Twitter presence—including White and the fighters—to gain more than 50,000 followers over the course of a few days.

Those numbers are even more staggering when you consider the UFC's efforts with the social networking service are less than a year old. In reality, though, the company's Twitter takeover is simply the latest wave in an ongoing digital marketing effort designed to push awareness of the sport, while encouraging fighters to take more active roles in shaping their images. It's a loose campaign that includes a variety of different formats like Twitter, Facebook, MySpace, fighter Web sites, and UFC.com itself. Though the content varies greatly from user to user—so much so that the uninitiated often view services like Twitter as a kind of fire hose spewing a nonstop torrent of unrelated

and ultimately useless information—there is a method behind the madness.

While not literally connected, the UFC's battery of social media entities—some owned by the company, some by individuals—all serve a larger, cohesive purpose: giving fans unparalleled, behind-the-scenes access to the stars of the UFC's burgeoning international brand.

In some ways, it's an obvious approach for a young, modern company whose prototypical fan fits neatly into the 18- to 34-year-old tech-savvy demographic. In other ways, it flies in the face of conventional wisdom. While mainstream sports organizations like the NFL and NBA are restricting access to athletes and taking steps to curb social networking, the UFC is moving in a noticeably different direction. White says that's no accident.

"I'm one of these guys who believe that most of these sports have lost their way," he says. "For instance, if you go to a Lakers game, Kobe Bryant doesn't want to meet you. We're the exact opposite. There's nothing worse than when you actually go up and try to meet somebody [famous], and they're an absolute dickhead. It just blows your whole experience. I don't ever want that to happen at a UFC event."

A month after his experience at the California mall, White had the opportunity to deliver that very message to a large group of his employees at the UFC's annual fighter summit in Las Vegas. When he got up on the stage, he had one simple message. "Look, guys," White told the fighters in attendance. "I want you to Twitter your asses off."

LIVE FROM HAWAII

BJ Penn was standing on the roof of his mom's house in Hawaii when he got the text message from Joe Lauzon telling him his Web site was all over the TV news.

That morning in late February, the entire Big Island was on alert, waiting to see if the aftershocks from a massive earthquake in Chile would send tsunami-size waves stampeding its way. The former UFC lightweight and welterweight champ says his family's hilltop home in Hilo provides a view of the bay often utilized by news crews, so he was up on top of the house getting some footage for BJPenn.com, just in case the tsunami hit.

First, Penn probably didn't know whether to believe it when Lauzon's text alerted him that CNN was picking up the video feed from his Web site. Then his phone started blowing up.

"My brother went in the house to check, and [Lauzon] was right," Penn says. "I guess CNN was just looking for the best footage possible that they could find and they came to us... It was amazing for the site to get that kind of recognition. I was just as surprised as everybody else. Everybody was talking about it."

The tsunami never showed, but much of the world spent part of that uneasy day learning what many UFC fans already knew: BJ Penn is a force

FIGHT WEEK IN TWITTERWORLD

A few Twitter stats from the week of April 7-14

157 Fighters in the official @ufc fighter list

2 Number of times Alan Belcher tweeted about turkey meatloaf balls—one tweet even included a link to a video of Belcher showing you how to make them.

5 Pictures of camels tweeted

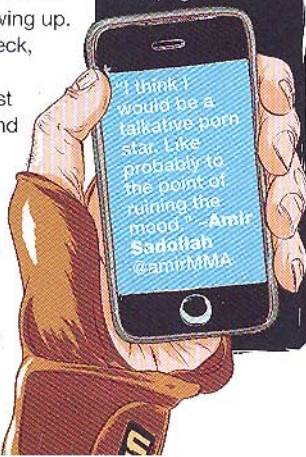
982 Number of followers Kendall Grove had within 24 hours of starting a new Twitter account and asking MMA photog @MsTracyLee to help him get the word out

14 Number of staples Duane Ludwig tweeted that he discovered in his ankle (that broke in a freak fall at UFC Live) when his cast was removed

5 Photos Kenny Florian tweeted of the septic staph infection on his knee

3 Number of readers who tweeted the translation for "Utah Jazz short-shorts" in Arabic after DaMarques Johnson posted a picture of himself at the Abu Dhabi weigh-in

10 Number of hate tweets back and forth between Rashad Evans and Rampage Jackson



to be reckoned with, both in the cage and online.

For the past few years, Penn's personal Web site has been one of the most popular in all of MMA, treating registered users to a near-constant stream of updates that he often shoots himself and uploads to the Web using an application on his cell phone. Simply put, Penn is his own mobile broadcasting unit, able to break news, dispel rumors, or just update fans on his training at a moment's notice.

He is one of a growing number of fighters like Urijah Faber and Shane Carwin who are utilizing their own community-based Web portals to push the boundaries of what's expected from fighter home pages.

The idea, Penn says, came to him while he was filming the fifth season of *The Ultimate Fighter* reality show in 2007. Something about that unique conglomeration of cameras and fighting talent made him realize the possibilities for his own Web site. After the show wrapped, he went back to Hawaii and started a 24-hour video feed in his gym.

"From there, it transformed and evolved into a show highlighting a technique of the day," Penn says. "Then, it turned into blogs and a big community. Now we have 130,000 members. It just snowballed."

The latest evolution is a feature called "Penn Global Broadcasting," which allows BJ and his registered users to post and share videos from anywhere in the world. It's been a smooth progression, he says, and one that eventually led him to breaking news on CNN. In the wake of that event, one of the Web site's tag lines—"BJPenn.com [Will] Save Your Life"—seems strangely appropriate.

For Carwin, the transition from hardworking, blue-collar athlete to bona fide Internet celebrity was a bit more jarring. When the heavy-weight contender was interviewing prospective managers recently, the guy who eventually scored the job started off their meeting telling Carwin he wasn't being marketed correctly.

According to Carwin, his manager said, "You're dropping the ball. The UFC is your place to reach the masses. But what are you doing once you get them?"

Fast-forward to today and Carwin is among the most active fighters online. He uses the chat room on his own site as well as Twitter to coordinate a steady stream of fan contests, blogs, and updates from his life. Sometimes he even has to mediate disputes, like the time he stepped in to settle an argument on his site's message board about his true height. (He's 6'2", in case you're keeping score.)

"I think it is pretty funny. If they ask [something], I will tell them," Carwin says. "The strange comments range from 'How much do you bench?' to 'What do you weigh right now?' which are two questions I can say my nonvirtual friends and family do not ever ask...[but] I've always felt what sets MMA apart from the other professional sports is that the athlete-to-fan participation is very intimate."

Most UFC fighters express similar connections with the fans that follow them. While guys like Penn and Carwin would probably both keep lower profiles if left to their own designs, they say they look at granting fans access to their lives not as an obligation but as a privilege. They also point to another simple reason why they are so active with their own Web sites: It puts them in control.

Carwin says he can't count the number of times he's been misquoted in the news, only to have those quotes spread from site to site without any fact checking. With tools like Twitter and their home pages, fighters are able to take their messages—and corrections—straight to the masses, cutting out the middlemen and third-party filters.

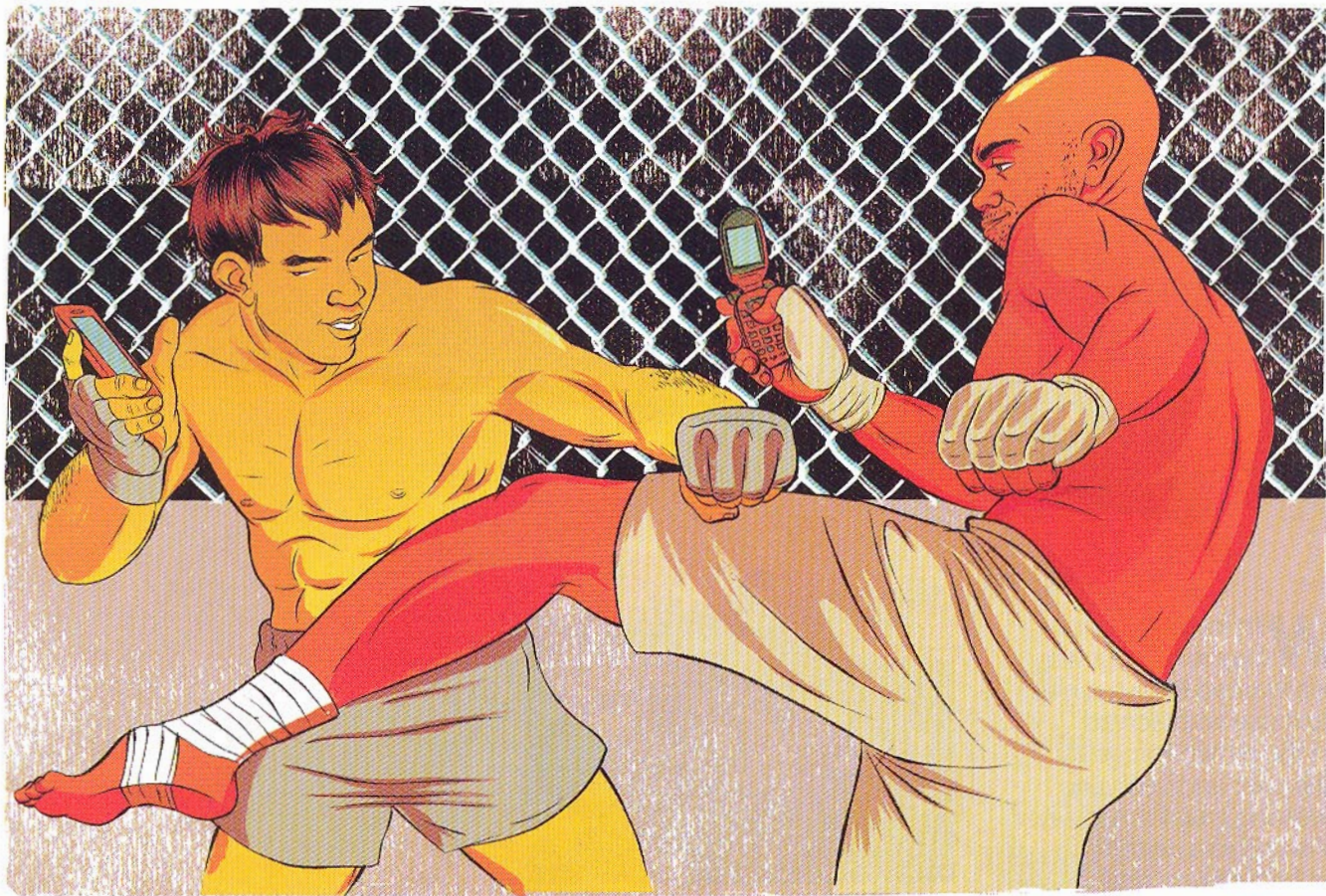
"I understand [MMA journalists] have a job to do," Carwin says, "but that job is not always in the fighters' best interest...I want the ability to tell my story, share with my fans, and communicate when I want."

Penn agrees, saying he wishes other fighters would follow his lead and start assuming a more hands-on approach to how they're portrayed.

"My whole thing is sooner or later I think all the fighters out there are going to find themselves in a main event position," Penn says. "When they do, I suggest that they do their own interviews on their own Web sites and let all the other big MMA Web sites grab it off their site. There's no need to be working for somebody else."

BUILDING A BRAND

Of course, a lot of fighters didn't need Dana White, BJ Penn, or anybody else to tell them they could use the Internet to advance their



personal brands. Many undertook that effort on their own, using services like Twitter to promote personal appearances, business endeavors, and to keep in touch with fans. One of those was Mike Swick, who freely admits he wishes Twitter had been around when he was just a young MMA fan, dreaming of stardom.

"It's something that was missing when I was coming up," says the welterweight contender, who is among the UFC's more voracious tweeters. "It's cool that we now have the capability for fans to get insight on what our lives are like. It would've been really cool had I had that opportunity when I was younger."

Like many fighters, Swick found Twitter by himself, but was among the athletes who attended the fighter summit and got to meet with reps from The Digital Royalty, a marketing company the UFC hired to help better maximize its various Twitter feeds.

The Phoenix-based firm worked with Shaquille O'Neal to develop his popular

"LOOK,
GUYS,
I WANT
YOU TO
TWITTER
YOUR
ASSES
OFF."
—DANA
WHITE

"Random Acts of Shaqness" Twitter contests and says that using social media like Twitter is a natural fit for a young, upwardly mobile company like the UFC.

"It's about going where the fans are," says TDR's Amy Martin. "The UFC is very progressive and growing very quickly—it's in the DNA."

Swick says though he was already active with social media, the tricks of the trade he picked up at the fighter summit, including tips on growing their personal brands, increasing fan loyalty, and capitalizing on endorsement deals and merchandise sales, made it an even bigger priority in his daily life.

"I've been building my YouTube page for a while, and I get a lot of feedback on it," Swick says. "I think a lot of people are watching, so I'm always down to put new blogs up. We started putting videos up from Thailand [following his loss to Paulo Thiago at UFC 109], and they started getting a lot of views. It's really cool seeing the feedback and how much the fans appreciate it."

Armed with Twitter, fighters are never out of touch, even when they are way, way out of the office. But with all manner of new media giving fans more and more entrée into their lives, does it ever start to feel overwhelming? Like an intrusion? Just too much?

"Yes," says Carwin. "It can be. That's when I go hunting or to the lake. I have my getaways. But if I tell you about them, my manager will petition to have cell towers installed so he can reach me, or I can tweet." 🌟

COMIC RELIEF

If you're gonna follow one fighter, follow WEC bantamweight Miguel Torres, the walking, tweeting highlight reel. Here are a few of his greatest hits.

Follow him @MiguelTorresMMA

*I'm not the
Mexican Chuck
Norris, Chuck
Norris is the
American me.*

My hair does not need style, it keeps the world in balance and smells like the rain forest 'cause I'm so savage.

If I could go back in time, the only thing I'd change is learning how to play the accordion. **How pimp is that shit?**

A kid asked me where lions come from. I answer the kid, "When my blood is spilled and the sun hits it, baby lions are born."

Trained 3 times today, taught 5 classes, and **did it with the silky smooth swagger of a handsome jungle cat.** South Park time.

BOMBS

With Independence Day rolling our way, we wanted to give a nod to those who served in the armed forces in the past and everyone wearing a uniform today. We asked a handful of beautiful models to re-create a few of the famous pinup girls painted on the side of World War II bombers. Death from above never looked sexier.

Photographs by WARWICK SAINT
Styling by MEGAN ROSS

Miss Arkansas



Pinup girl nose art, as seen on this 1945 photo of a Martin B-26 Marauder, had its golden age in the early 1940s. Only aircraft serving in a conflict received art, which normally got erased as soon as the plane rotated out of duty. On Talia: H&M bikini, Miu Miu heels



HEELS



Miss Giving



This B-24 Liberator Bomber crew completed the longest sortie out of Australia, flying on a mission over Japan. Consolidated Aircraft in San Diego produced more than 18,000 Liberators, the highest amount of any aircraft that operated in WWII. On Ana: H&M girdle, Christian Louboutin heels

Yokohama Yo-yo



This B-29 Superfortress, an upgrade from the B-17 Flying Fortress, served primarily as a photo recon aircraft rather than a bomber while operating in the Pacific theater in WWII.
On Talia: Agent Provocateur bra and panty, Elle Macpherson Intimates garter belt, Victoria's Secret stockings, Christian Louboutin heels



“THANKS, BOYS!”





Dragon Lady



The "Dragon Lady" painted on the side of this B-17 is a racier version of a character originally featured in the comic strip *Terry and the Pirates*. The artists behind the paintings rarely signed their work. On Sapphire: Agent Provocateur corset, On Gossamer panty, Wolford thigh highs, Cesare Paciotti heels



RICH FRANKLIN

CHUCK LIDDELL

THE SUBSTITUTE



RICH FRANKLIN STEPPING IN FOR TITO ORTIZ TO FACE CHUCK LIDDELL AT UFC 115 CAME WITH NO SMALL AMOUNT OF HYPE.

BUT FOR FRANKLIN, ONE OF THE UFC'S FIRST SELF-MADE CHAMPIONS, IT'S JUST ANOTHER JOB.

By THOMAS GERBASI

Photographs by JOE TORENO

"I used to put my signature on a piece of paper that I would give to kids to take home, and they would throw it away before they got home—it was called a report card. Now I'll put my signature on a piece of paper that kids will wait in line hours for. I don't get it," says former middleweight champion Rich "Ace" Franklin. His anecdote refers to the transition from regular-guy gig working as a schoolteacher to UFC superstar. He's still the same man with the same signature, but the perception of him has certainly changed.

Maybe that's because Franklin is living what for 99.9% of us is an impossible dream, as well as practically every man's fantasy. No, not Megan Fox on a deserted island—the fantasy where you chuck your day job and pursue a pro sports career. And, as in Franklin's case, become a world champ. But as with most things involving the Ohio native, the stereotypical dream sequence is anything but typical with him. For starters, he actually liked his previous job as a high school math teacher in Cincinnati.

"In life, I take everything seriously," says Franklin. "When I was a teacher, it was my job to be a teacher, so I wanted to do a good job at it." Franklin was never an ordinary math teacher, though. In addition to revealing the secrets of the Pythagorean theorem, he was also dishing out the finer points of left hooks and triangle chokes after hours as a mixed martial artist, which back in the late '90s wasn't exactly the most accepted form of fighting in what Franklin called a "pretty conservative district."

Fighting wasn't even something Franklin grew up wanting to do. He more or less stumbled onto the sport after he realized that a college football career wasn't in the cards for him at the University of Cincinnati. "I had been an athlete my whole life," says Franklin. "I played high school football and wanted to play in college, but I didn't have the God-given talent to play college ball. Suddenly, my athletic career seemed to be over."

To stay active, Franklin returned to karate, a martial art his father had introduced him to at the age of 12. "I thought, 'Well, that's something that's kinda athletic,'" remembers Franklin. "I'll get back into karate, and at the same time, if I learn how to defend myself, I kill two birds with one stone." Yet, as time went on, Franklin's fascination with martial arts snowballed when he was exposed to the early UFC events as a freshman in college. "As soon as classes were over, I left campus, went to the gym, lifted, trained, and did my thing. I was a UFC fan, and as the UFC was evolving, so was my training. I was doing a lot of learning off videotapes," says Franklin. ☺

"I went to a jiu-jitsu school, and I kept doing all this training, but it was strictly a hobby. I never intended to take a fight."

By the time Franklin was a senior, though, his friend and training partner Josh Rafferty (a cast member of *The Ultimate Fighter* Season 1) proposed that they take matters to the next level. Rafferty wanted to test their newfound skill sets in a competitive environment on the local MMA circuit. Franklin agreed: "It was something I happened to be good at," he says. "Then, by chance, the ball started rolling, and everything took off."

But despite his love of the sport and the chance to compete, Franklin still didn't see fighting as a career. It was simply a hobby. After

"I WAS NEVER REALLY THINKING BEYOND THE NEXT FIGHT, AND I CERTAINLY WASN'T THINKING OF IT AS A CAREER."

graduating in 1998, the next step wasn't the Octagon. It was at the head of a classroom, teaching math at Oak Hills High School in Cincinnati.

"I was a solid college student, I graduated on the dean's list, and academics had always been a big part of my life. I always figured that athletics would be a part of my life, but I still thought I'd end up with some sort of 40-hour-week career. I just happened to choose education."

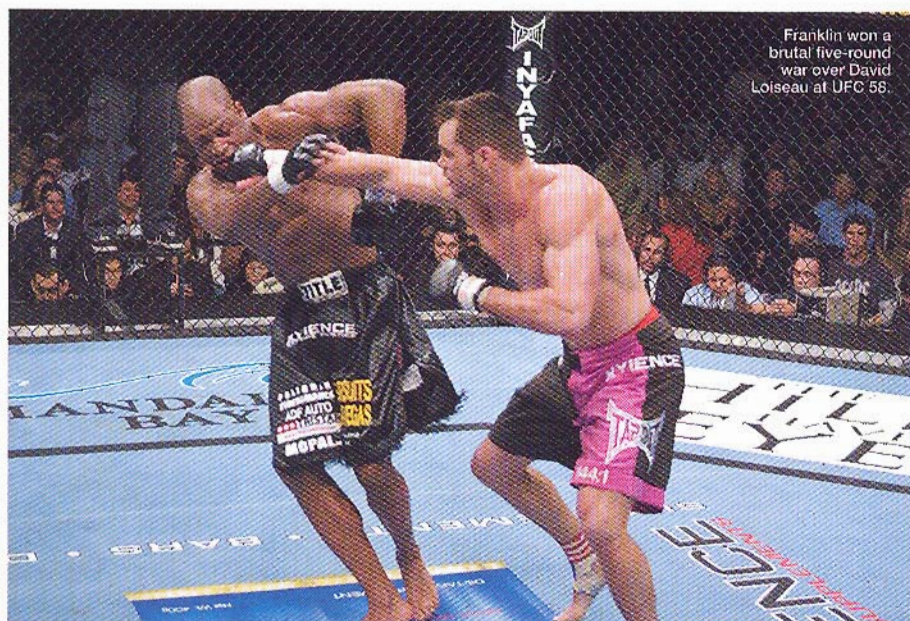
And fighting apparently chose him, as Franklin cleaned out the local amateur circuit, prompting an inquiry from a local promoter about turning pro. "He offered me 200 bucks, and I thought, 'Wow, I can make money fighting?'" It never dawned on me. So I started fighting, and my paydays went from \$200 to \$400 to \$800 to \$1,000. I thought it was a nice bonus for Christmas money or to help pay my taxes at the end of the year," remembers Franklin. "I was never really thinking beyond the next fight, and I certainly wasn't thinking of it as a career."

Meanwhile, in the academic world, Franklin was building a different kind of reputation, as the type of teacher who didn't just recite from a textbook, but one who also took an interest in his students' lives and enjoyed making a difference. "The one thing I miss about teaching is being in the classroom and interacting with the kids, giving lectures, or being a part of that moment when the lightbulb suddenly just clicks for somebody."

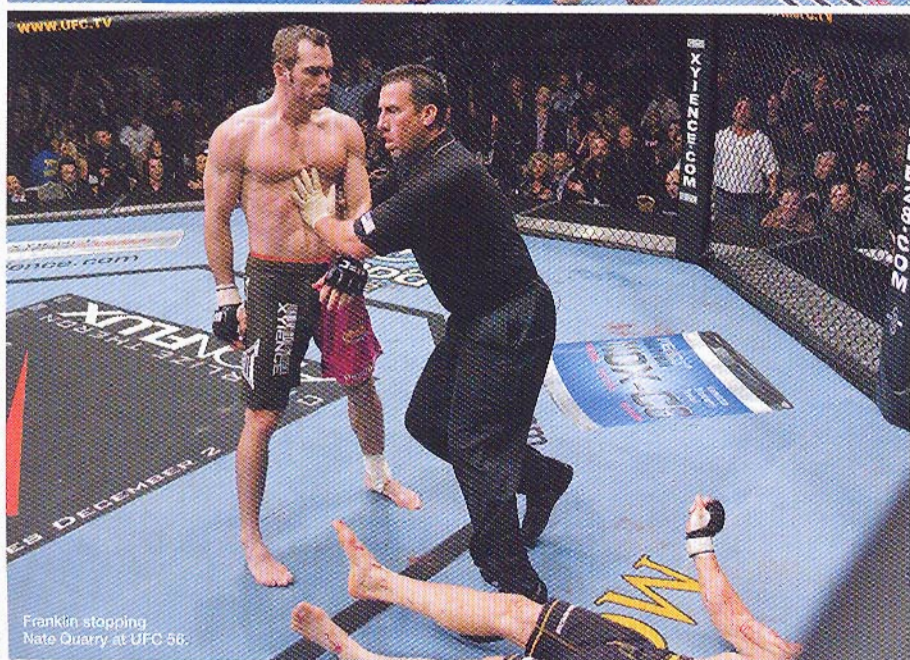
And even though Franklin was known to sometimes show up in class the morning after a fight with a black eye, his "hobby" didn't meet with much, if any, resistance during his time at the school. If anything, it may have helped students relate to him. "It was really odd because a lot of people would expect that you would get resistance, especially in the school system, where you have influence on children," he says. "But I can't tell you the countless number of parents who would come in and say to me, 'This is the first year he's ever really listened to the math teacher. He really connects with you, and I think it has something to do with the kickboxing or whatever it is that you do, and I just want to say that I appreciate the influence you've had on my son.' The kids saw me as somebody who had a dream and was willing to step outside the box and pursue it. And they really looked up to me for that."

Local fight fans started to look up to Franklin as well, and by 2001, he was unbeaten and ready to take the next step in his career in an IFC bout in Fresno, Calif., against UFC veteran Aaron Brink. But as the fight approached, Franklin was hit with a 104.3-degree fever that had him bed-ridden. "I was sweating so bad that my fingers were pruned up," remembers Franklin. "I couldn't even go to the rules meeting, and I still fought because I didn't know any better."

The fight ended in a bizarre no contest when Brink caught his ankle between the canvas and the cage and was unable to continue, but in spite of the result, Franklin's career was about to go on the upswing because a spectator



Franklin won a brutal five-round war over David Loiseau at UFC 58.



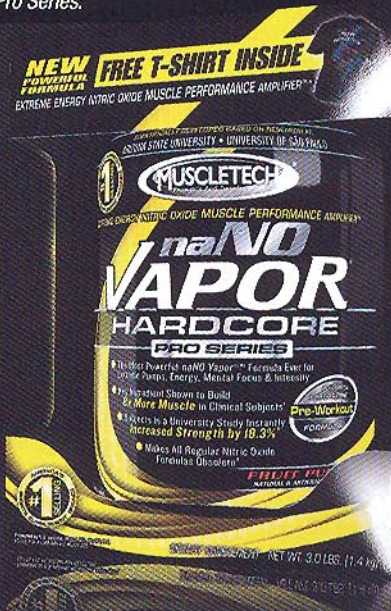
Franklin stopping Nate Quarry at UFC 56.

KNOCKOUT POWER

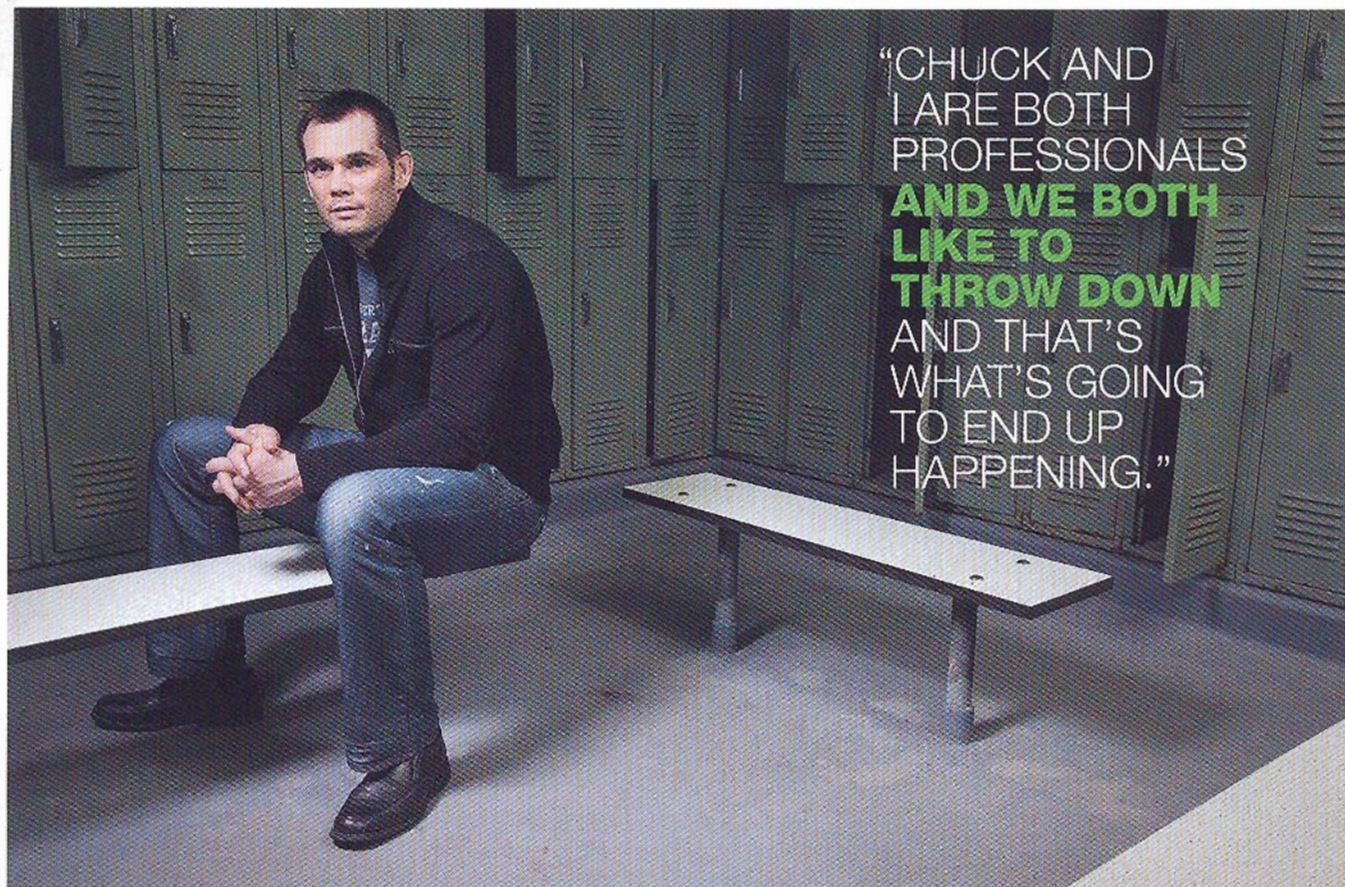
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"CHUCK AND I ARE BOTH PROFESSIONALS AND WE BOTH LIKE TO THROW DOWN AND THAT'S WHAT'S GOING TO END UP HAPPENING."

that night, renowned manager Monte Cox, asked to manage him. Franklin agreed to bring Cox on, and he continued to fight and teach, but at the beginning of his fourth year as a full-time teacher, he sat down with his manager to discuss his future.

"What do you think about me doing this full-time?" asked Franklin.

"With your work ethic and your talent, I think you can go places in this sport," replied Cox.

When the school year ended, Franklin took a leave from his job, and while he stayed on in the district part-time teaching in an at-risk program one to two days a week until 2005, the die was cast—he was going to transition from full-time teacher to full-time professional fighter. He says now that it wasn't the drastic move many believed it was, as he expected that finding another teaching job wouldn't have been an issue if he didn't make it as a fighter. But at the time, few around Franklin supported his decision.

"When I told my mom and dad that I was quitting teaching to fight for a living, they thought I was absolutely crazy. In their eyes, I was just throwing this away," he says. Franklin had the last word on this matter, though, headlining the April 9, 2005, show on Spike TV against Ken Shamrock that opened the floodgates and brought mixed martial arts to the masses. A world middleweight championship win over Evan Tanner at UFC 53 would follow for Franklin, along with SuperFights against Anderson Silva (twice), Dan Henderson, Wanderlei Silva, and Vitor Belfort. Rich Franklin was now a legitimate star in the world's fastest-growing sport, but remarkably, he didn't change a bit.

"To the people that I surround myself with, I'm not Rich Franklin, UFC champ, I'm just Rich. In my world, I get up, I put my pants on like everybody else does, and to me, nothing has changed. Yeah, I've made a little more money than I would have made if I were still teaching, but my lifestyle hasn't changed very much." For Franklin and his wife, Beth, life remains simple. He still favors a night at Applebee's for a dinner out (the appetizer sampler and chicken quesadilla being particular favorites), and his most recent big extravagant purchase wasn't a new home or flashy car—it was a snowboard.

"I'm constantly saving for the future, and I live way below my means. I grew up living in trailers and stuff like that, and some of my family members struggled and some have financially done OK for themselves, but I don't want to be the guy who's pulling up in a Ferrari like, 'Hey, guys, look at me.' You just don't fit in, and it's not right. I've been raised as just your average, everyday kinda Joe, and I'm that same guy."

On June 12 though, MMA's Clark Kent will put aside his glasses and fasten his cape to his shoulders for yet another UFC main event—this one against another guy who's pretty high up on the Q-rating scale, former light heavyweight champion and UFC Hall of Famer Chuck Liddell. "Names really don't get any bigger than that," said Franklin. "On a personal level, he's a great guy and a good sportsman, and it is a bit weird to be fighting him. But Chuck and I are both professionals and we both like to throw down and that's what's gonna end up happening."

Stepping in for an injured Tito Ortiz, Franklin knows a win over Liddell at UFC 115 will propel Franklin toward his true goal of winning another world championship. At 35, Franklin will have his doubters, but then again, if he listened to everybody else, he wouldn't be here in the first place, living out every guy's dream. "I'm one of those people who are fueled by the fact that when somebody says you can't do something, that I'm just gonna do it, just to show you that I can." 🌟



NAME
Rich Franklin

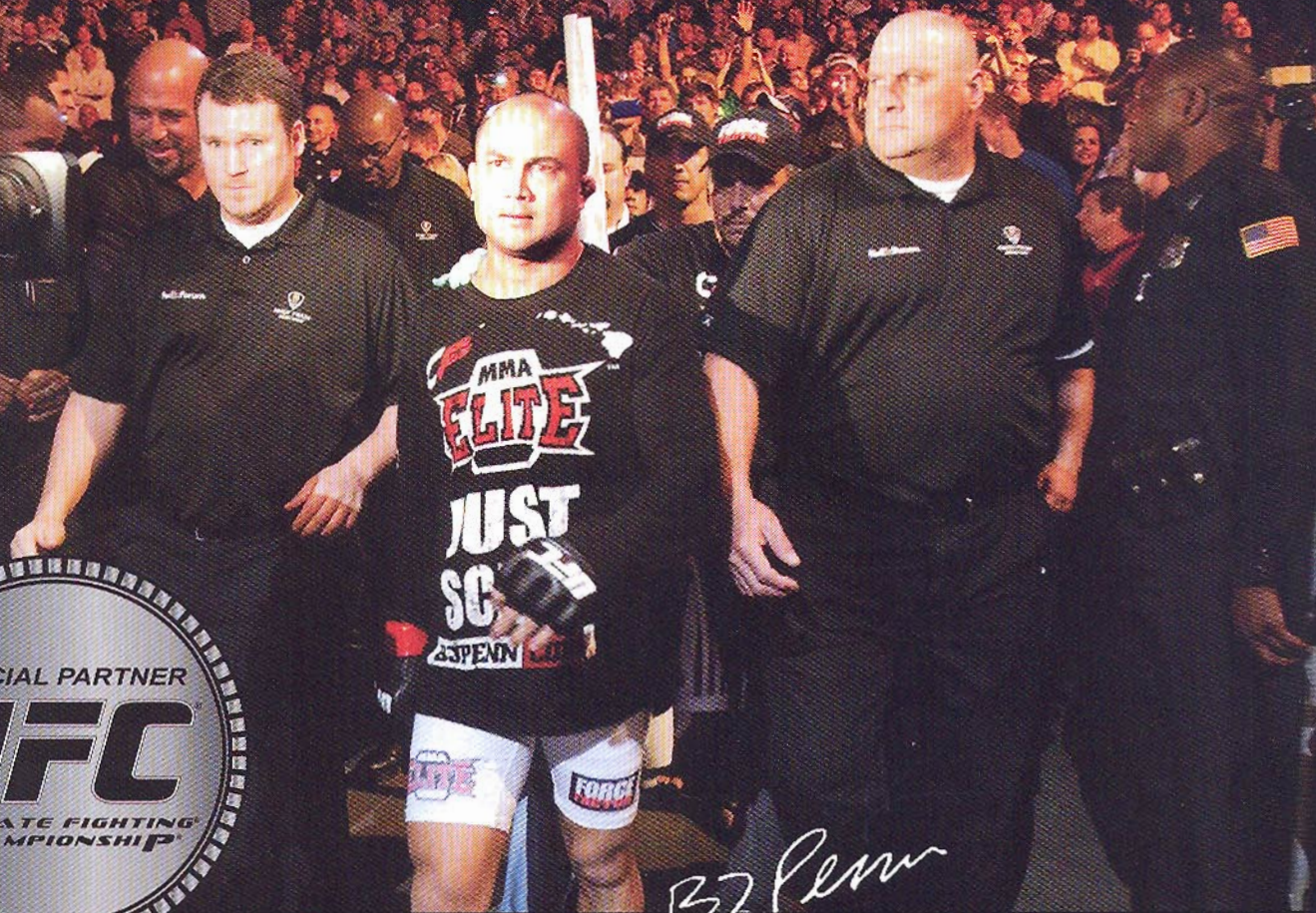
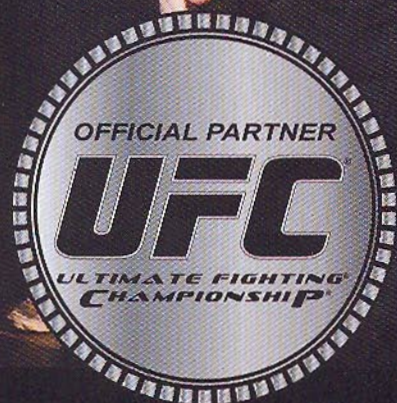
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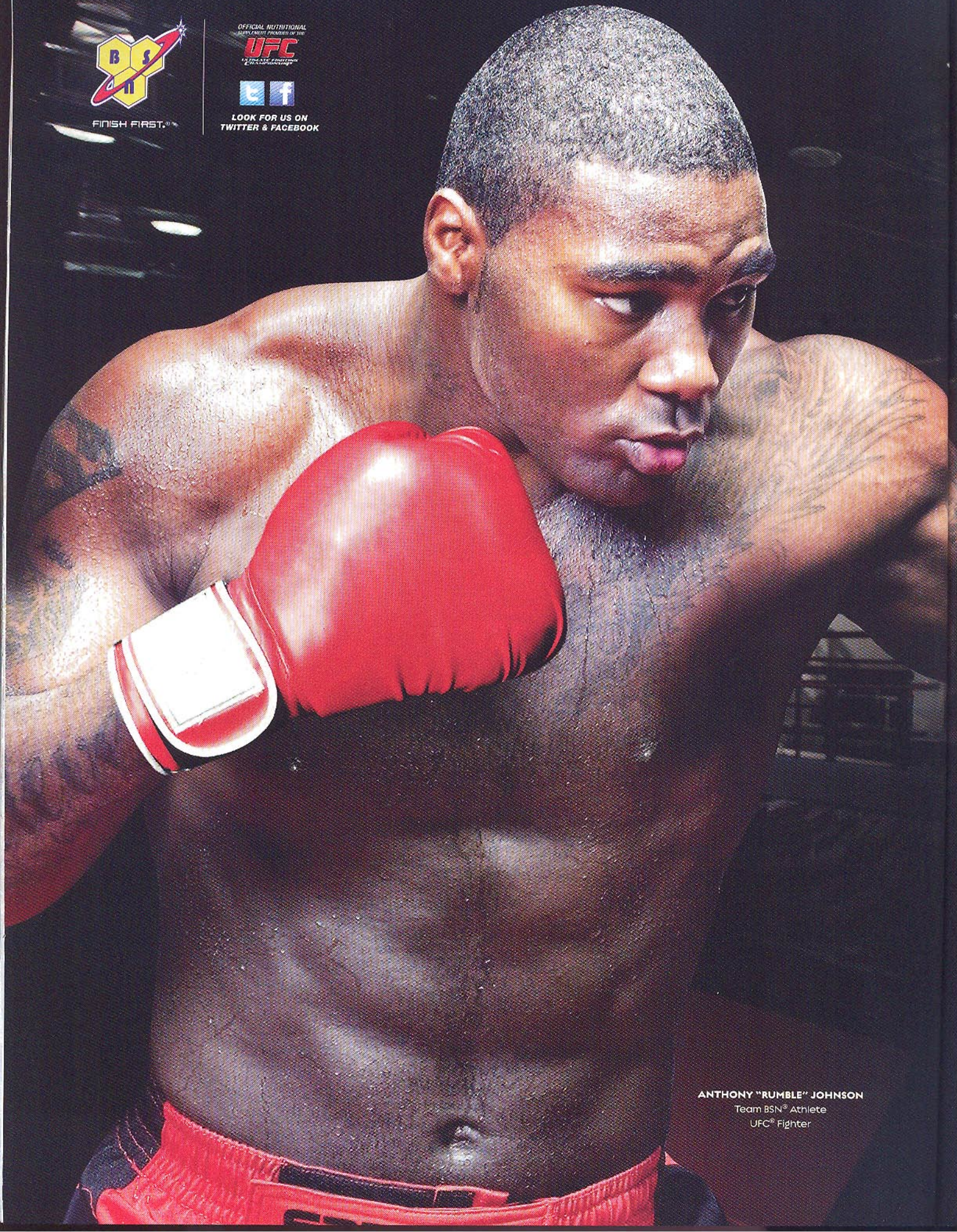


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ON EMILY

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Grai jacket, \$1,830,
graiscale.com; **Velvet**
Angels shoes, \$325,
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COLLISION COURSE

"Suga" Rashad Evans
trades in the standard MMA
T-shirt for custom suits
Photographs by ROGER ERICKSON
Styling by CONSTANCE LYNDAY HAN

He gets pep talks from his mom, Shirley Ann, before every fight. After winning the heavyweight tournament on Season 2 of *The Ultimate Fighter*, he still likes to mix it up with the big boys. He's feuded with Quinton "Rampage" Jackson for more than a year. But there's more to Rashad Evans than what goes on in and around the Octagon.

UFC: You had one or two custom suits on for your photo shoot. What's your opinion on the standard MMA T-shirt design with skulls, wings, and glitter?

RASHAD EVANS: It's just the same old. You know what I'm saying? We live in a copycat world, and once something becomes successful or sells well, then somebody else is going to pick it up. And that's what you're pretty much seeing right now. I think a little later something else will probably come in style-wise, and everybody else is probably going to copy off that. What I wear most of the time is just blank T-shirts with nothing on them, no logos or anything. ☺

ON RASHAD

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burberry.com;
Calvin Klein shirt,
\$110, calvinklein.com;
Façonnable tie, \$140,
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ON EMILY

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undergarment, \$80,
agentprovocateur.com

Why is that?

I just get tired of being branded sometimes, you know? Sometimes when I'm out, I like to wear a shirt that has nothing on it. And I appreciate and love my sponsors, but from time to time when you wear something that is just so heavily branded, then no matter where you go, you're labeled. Sometimes, I want to wear something where I'm not a fighter.

You have to remind people that you have a life outside of the sport?

Right. That's what it's about.

You got your first UFC contract by winning the heavyweight class in the second season of *The Ultimate Fighter*. Did you ever plan to stay in that division?

I planned to go to 205 because I had to bulk up to go to heavyweight. To get a chance to get on the show I had to make myself a heavyweight. I was working in a hospital and I was eating mac and cheese and steaks every day. So, I was making sure I was getting bulked up pretty well to be a heavyweight. But I just wasn't...even though I did well on the show, I'm just not a heavyweight.

Would you ever want to step in the cage with one of the big guys again?

I train with Carwin all the time. I kind of like going at it with the big guys. When I used to wrestle [at Michigan State], my training partners were always the heavyweights. So I got used to going at it with those guys. Even though I used to wrestle at 174 pounds, I was going against guys that weighed 275 pounds. If you didn't use technique correctly, you could get hurt because they're so big. But when you've got a good takedown on them, you got it with really good technique.

CONTINUED ON PAGE 112



ON RASHAD

Vacano suit, price upon request, vacanogation.com; Thomas Pink shirt, \$150, thomaspink.com; John Varvatos tie, \$125, johnvarvatos.com

ON EMILY

Parah for NancyMeyer.com corset, \$440, nancymeyer.com; Agent Provocateur undergarment, \$80, agentprovocateur.com; Gaspar Gloves gloves, \$125, gaspargloves.com; Velvet Angels shoes, \$295, velvetangels.com



ON RASHAD

Domenico

Vacca shirt, price upon request, domenicovacca.com; John Varvatos tie, \$125, johnvarvatos.com

ON EMILY

D+G for NancyMeyer.com lingerie, \$140, nancymeyer.com

What if it's Carwin who is throwing the good technique? Has he ever tagged you in practice?

Too many times, man, too many times. There were a couple times where he hit me, and I forgot what I was supposed to do. Like, I forgot what happened. I forgot how practice even ended. But, I like to go in there and mess up the big dudes. I'm not afraid to go in there and take a little lick from one of those big guys.

What's it like getting pep talks from your mom before a fight?

I look forward to her pep talks more than anybody else's. Because everybody has one for me. My uncle calls me and says, "Boy, you better go out there and not hit like a little sissy. Better go out there and put some hands on somebody!" Everybody's always got something to say. But my mom is always fun. It's crazy to me because growing up she'd watch a little bit of Tyson here and there, but she was never a real big fight fan. But now, she watches every MMA fight that comes on. *[In his mother's voice]* "Rashad, I watched Anderson Silva last night. Rashad, Anderson is good, Rashad."

It's been a little bit more than six years since your first pro fight. What do you remember about that night?

My first pro fight was crazy, man. I'd never done MMA before. No amateurs or nothing. I go to this hole-in-the-wall in Iowa, it was one of Dan Severn's shows. And, I'm like, OK, I'll do one fight just to see how it is and if I like it. And they said, "Well, actually, we're kind of short here, and we need some people for this tournament. It's a 205 tournament."

That's a pretty stiff test early on.

I'm like, dude, I'm not ready for a tournament. I haven't even fought one fight yet. They said, "Just this tournament. You do one fight, and then after that you could just go and hang out. Just do one fight for us." I said, "All right, cool." I knocked the guy out real quick in the tournament. I was like, "Oh, shit! I'm in for the rest of the fight, man!" I ended up doing the tournament and ended up winning the tournament and I won like 500 bucks or something. It was hardly worth it, but I would have done it for free because it was so much damn fun.

What did your mom say after she found out you did that?

[In his mother's voice] "Rashad, goddamn, you out there fighting for real? Well, it's better than fighting in the street." Because I used to be all up in the street fighting. And she would hear about it. She was happy that I changed up from fighting in the street to fighting in the cage. She would say, "Rashad, your ass will be in jail. They'll lock your ass up, Rashad! You're gonna be in jail if you fight in that street." It was actually a good change of venue. When I got on *TUF* I told my mother that I was going on a reality show. She said, "Rashad, don't get your ass beat on national TV, now." Thanks, Mom. Thanks for the encouragement.

Good advice. I'll write that one down. Where would you be right now if you hadn't taken that first fight?

I'd probably be helping somebody else fight, but I would be a police officer. That's the direction I was going in.

What's the key to talking trash properly in the Octagon? What does a rookie need to remember?

[Laughs] I guess it's more or less the look in your eye. You gotta have nice, strong eye contact. And, once in a while

you have to hear what your opponent is saying so you know the right response to give right away. If you say the same thing over and over again, it might come across as if you're kind of like stuttering or if you don't really know what you're saying. So you got to kind of listen sometimes, too. Good eye contact is probably the most important.

After reviewing the tape of you and Rampage, anything you'd change up?

Yeah, I wouldn't be cussing. My mom got mad about that. "Rashad, you sounded crazy talking like that now, shit! Shit! You can't be on TV cussing and shit!" I'm like, "Mom, the same with you!" She was hot about it! She cussed me out for cussing. I'm like, "Mom, who do you think I learned it from?"

You've said before that every once in a while you'll be watching a fight in the Octagon and then a real fight actually breaks out. What did you mean?

Yeah, with a fight, technique goes out the window. You'll see fools throwing from their hip pockets. That's what I call a fight. Like Diego Sanchez and Clay Guida, that was a fight. But sometimes you'll see a good competitive, technical battle going back and forth, and then in between that sometimes you might see some fighting. Like someone gets real pissed off and hauls off on them. Maybe some trash talking—that's a fight. That's something you'd see on the street where there's no referee.

Does Rampage bring that out in you?

When the challenge is up that's when I go into that fight mode. Sometimes I feel like I'm too much of the sport mind-set. Sometimes I got to get mad in order to make it a fight. Something I'm really trying to work on is making a fight straight out of the gate. But not too much where I'm blinded by rage or by just trying too hard. But go out there a little pissed off, man, with a little chip on my shoulder.

Besides regaining the title and beating whomever they put in front of you, what is the goal for you in the UFC?

I want to be one of those guys that's like, "You know what, man, he could fight!" And future fighters would say, "I want to be like Rashad Evans one day." That's all I really care about because this is going to be over sooner than I even realize. It's halfway over anyway. I've already been doing this for like five years now. It goes by so fast. I still remember like it's the first day when I started. If I'm blessed enough to go another five years, then I'm a blessed individual. But I want to be remembered as what's important and that's being a very tough competitor.

How different is your mind-set going into your next fight versus going into your first back in Severn's tournament?

My mind-set now is more mature. Now it's like I have to remember to make it fun because when it becomes business, and a lot of money, there are all these different things that get in the way. It has a tendency to pull away what you really like about the sport because of all of the stuff that goes into it. When I was fighting my first fight it was 100% about fun. I didn't give a damn if I went out and got my ass kicked. I wasn't relying on it for my livelihood. I had a job. I just wanted to go out there and have fun. That's what I have to remember. I have to make it simple again. This is a fight, this is fun, this is what I love to do. But, at the same time it doesn't define who I am. Just like it didn't define who I was the first time. It was just something I did for fun and that's what I got to remember. 🍌

**"RASHAD, DON'T GET YOUR ASS BEAT ON NATIONAL TV, NOW."
—SHIRLEY ANN EVANS**



RASHAD EVANS

AGE 30

WEIGHT 205

FIGHTING OUT OF
Albuquerque, N.M.

RECORD 19-1-1

STALK RASHAD ON TWITTER
@SugaRashadEvans

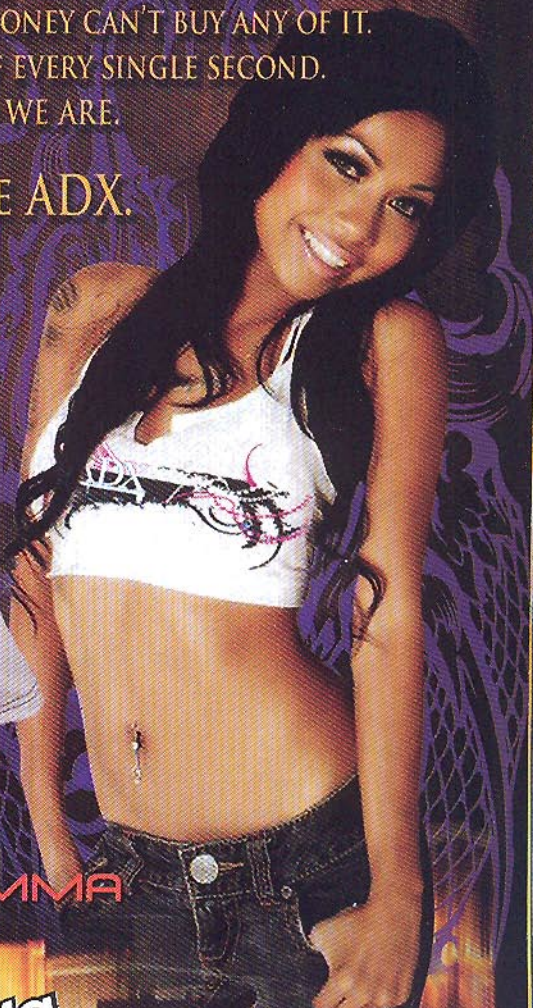
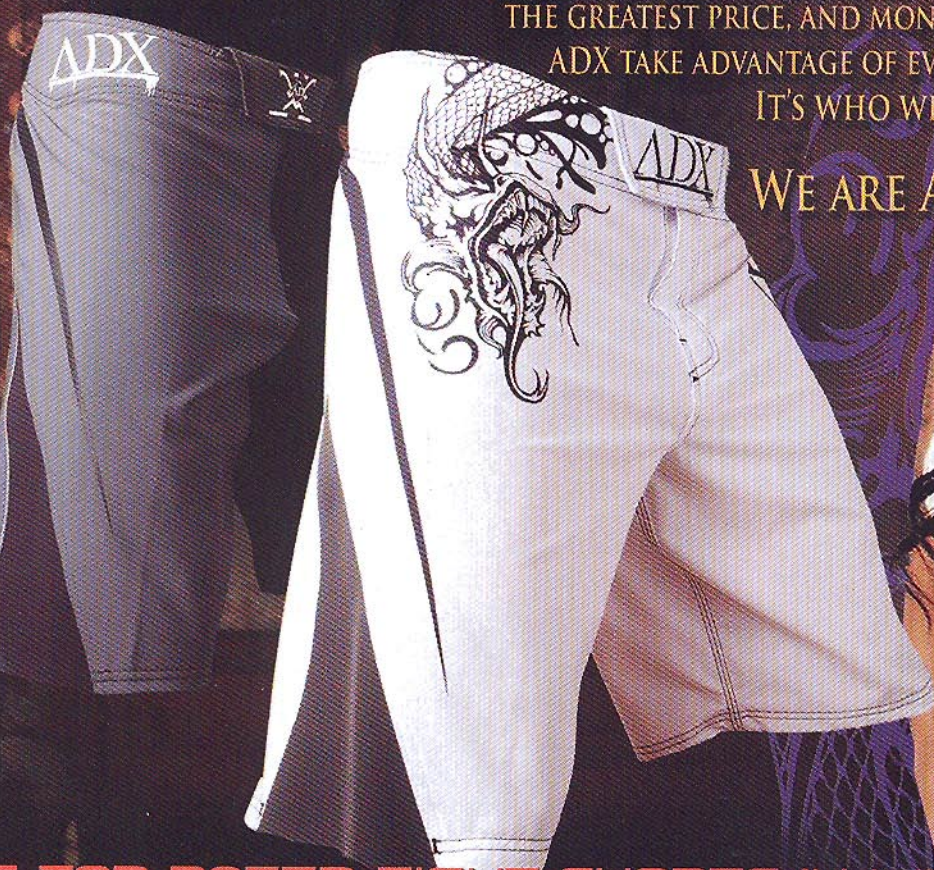
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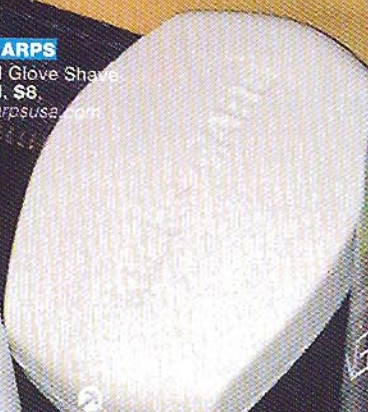


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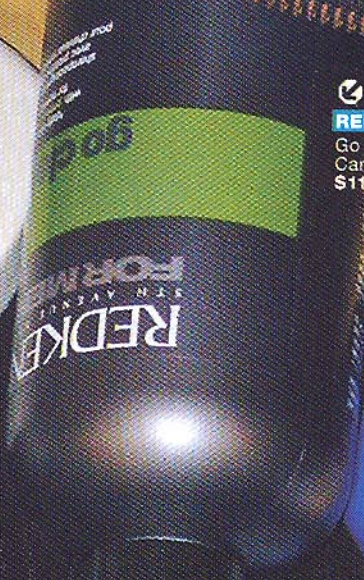
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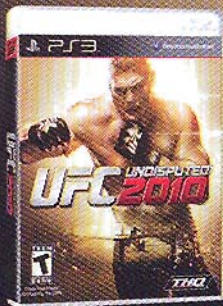
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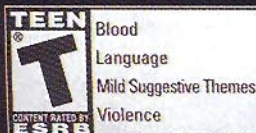
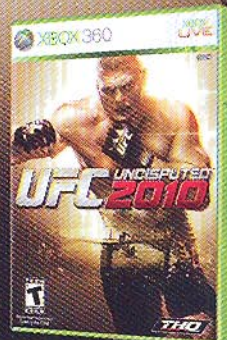


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inside the octagon

FIGHT LIKE A PROFESSIONAL

"I USED A LATERAL DROP ON MATT HUGHES WHEN HE TRIED TO BULLY ME AGAINST THE CAGE. IT'S A MONEY FOOTSWEET."

—MATT SERRA



120

Learn Some Serra Jitsu

DRINK FROM THE CUP OF MATT "THE TERROR" SERRA'S BRAZILIAN JIU-JITSU KNOWLEDGE

MARCH 28, 2010

SERRA IN HIS EAST MEADOW, LONG ISLAND, ACADEMY. PHOTOGRAPH BY DAVID YELLEN



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Shane Carwin holds forth on road rage, fighting sharks, and unifying the HW title



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Five fighters talk you through the experience of chowing on an elbow



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By the Numbers

In his four Octagon outings, HW champ Brock Lesnar has already set records



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A little history shows how much the UFC has changed in just a decade



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Trainer's Corner

MMA power agent Ed Soares answers reader questions



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Final Round

Test your UFC knowledge and win tickets to a live event

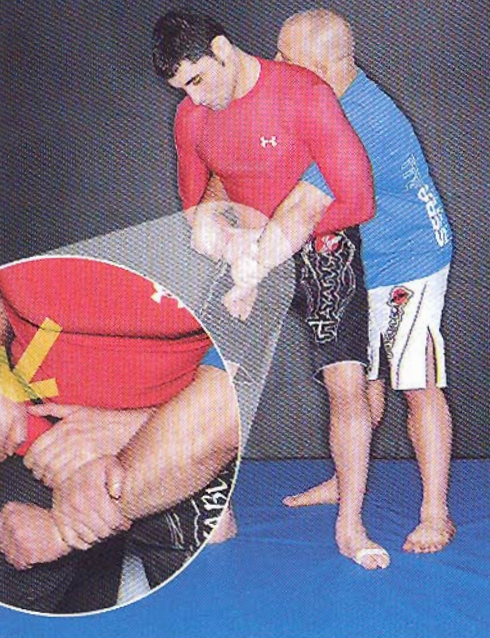
STRONG ISLAND

Learn some grappling techniques from Long Island's own **Matt "The Terror" Serra** Photographs by DAVID YELLEN

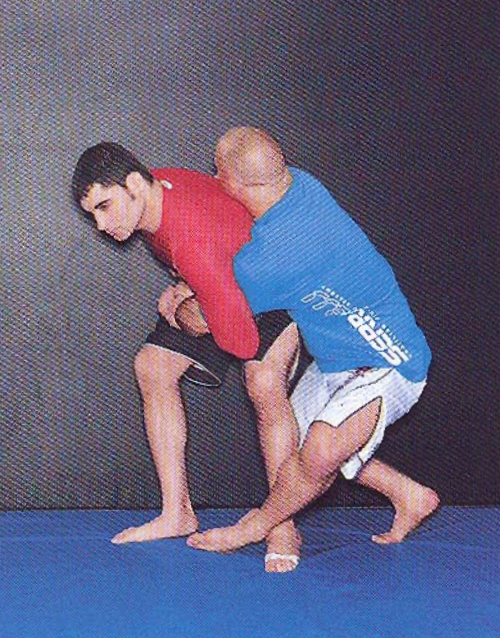
Matt Serra has the power to stand and bang with anyone in the welterweight division. But the former champ got his start as a ground specialist. Here, "The Terror" (pictured in blue shirt) teaches a few of his favorite offensive and defensive tactics.

Defend the Kimura

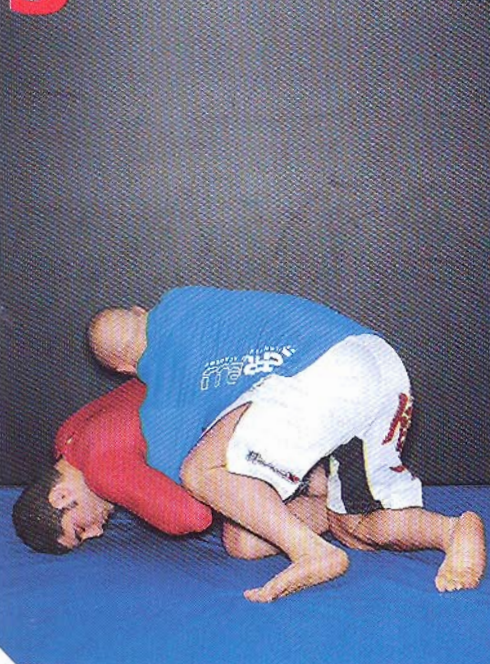
1 During a Kimura attempt the first thing I have to do is bring my free hand underneath my opponent's armpit opposite of the attack and secure his forearm. It prevents him from cranking the Kimura.



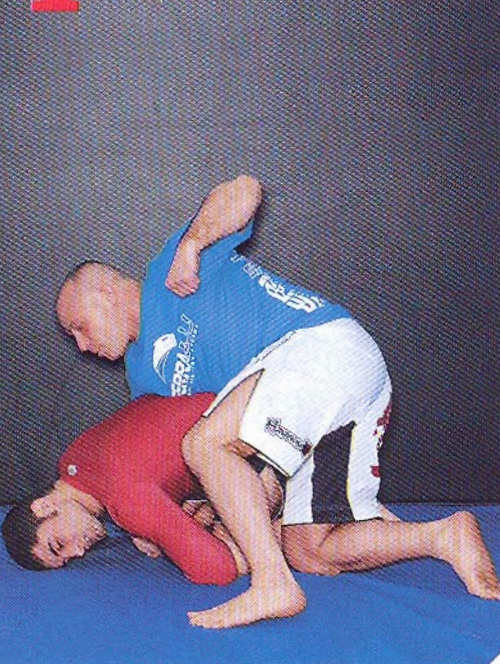
2 Next, I drop my weight and set up the trip. I go for the trip by trapping his left ankle with my left leg. It's important to maintain my grip on his right arm until I get my left arm free.



3 I post my left foot and then apply pressure to his left arm using my left knee. My arm could still be in jeopardy here.



4 Using the same motion I'd use to start a lawn mower, I yank my left arm out of the Kimura attempt. From here, you've got options to strike or set up a submission.



The Serra Victorysault

"I started doing this after wins in local shows. I hit one of the refs, my heel caught him right in the face. He's a buddy of mine...now."



1 Basically, I get my fingers and I point 'em toward me. And then I put my palm on the floor.



2 Now, very technical here, I throw my little midget legs to the ceiling.

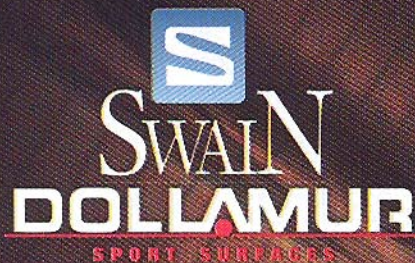


3 Hit the landing and Knockout of the Night, thank you...ba-zing! If you want, I can do what Trigg did in my last fight and lie there on the floor motionless.



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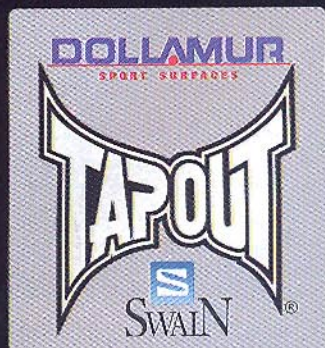
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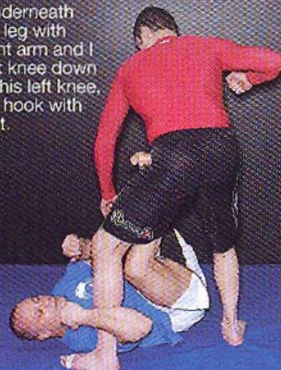
MATT SERRA owns several **SERRA JIU JITSU ACADEMIES** in the Long Island, N.Y., area. For more information, go to SerraBJJ.com.

Kneebar From the Guard

1 This is the same technique Frank Mir used to beat Brock Lesnar. With my opponent standing over me looking to strike, I place my foot on his forward hip.



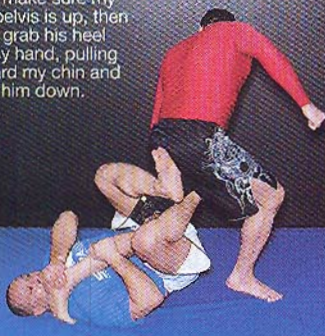
2 I go underneath his left leg with my right arm and I pull my right knee down and behind his left knee, setting up a hook with my right foot.



3 Using my left leg for momentum, I'm coming up on my shoulders and around his leg, placing my left heel on the inner thigh of my opponent's right leg.



4 I make sure my pelvis is up, then I grab his heel with my hand, pulling it toward my chin and taking him down.



5 Once the opponent is on the ground, I keep his heel tight to my neck. My legs are pinched together.



6 I transition my grip, trapping his foot under my right armpit and placing my hand on my right hip. My pelvis pushes forward and hyperextends the knee. Since I'm on my side I can extend back as far as I need in order to get the tap.



Lateral Drop to Kimura

1 From a 50-50 stance, I secure a grip on his right triceps and secure an underhook with my right arm under his left armpit.



2 Next, I'm going to twist to my left, looking over my own left shoulder.



3 I cover my opponent's right ankle using my left foot, trapping his foot.



4 From here, I just lie down on my left side, keeping the right underhook, and land in side control.



5 Keeping my head to his shoulder, I bring his arm down and trap it between my knee and foot using my shin.



6 Posting my left hand on the floor and maintaining my grip on his left shoulder, I fold my right arm under this armpit by pointing my left elbow toward my waist.



7 I replace my left hand with my foot and replace my right arm with my left arm. I control his wrist with my right hand and secure my right wrist with my left hand.

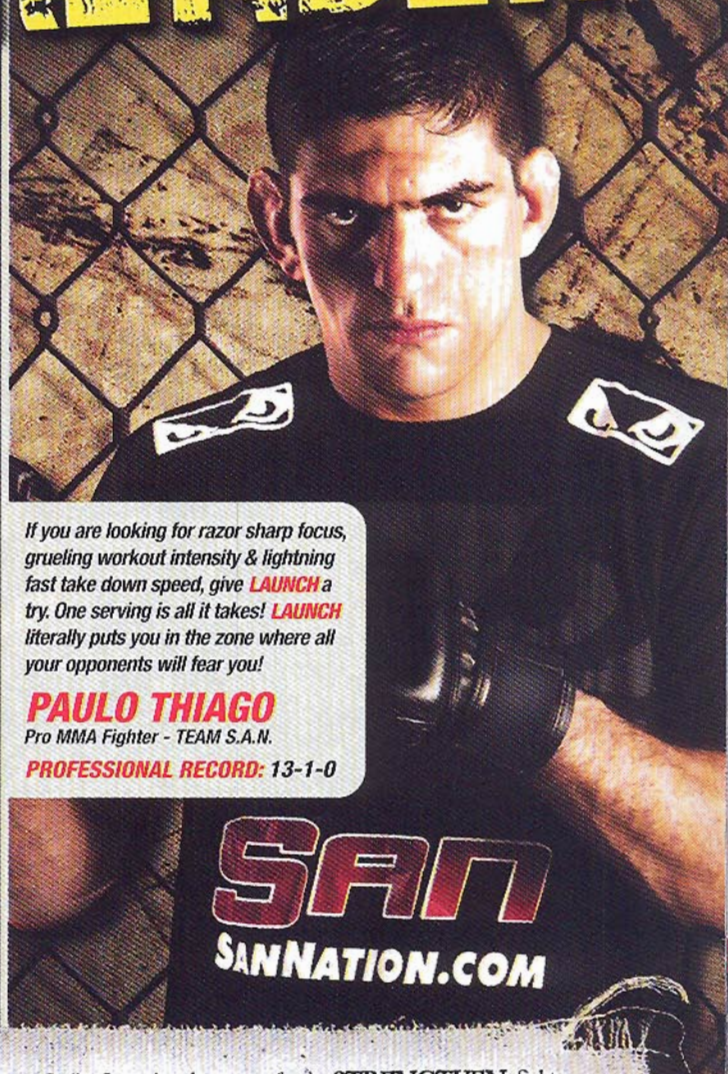


8 I keep his elbow glued to my chest and bring his thumb over my left knee. It's important to keep his right arm trapped with your leg so he can't defend the Kimura.



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PAULO THIAGO

Pro MMA Fighter - TEAM S.A.N.

PROFESSIONAL RECORD: 13-1-0

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THE HEAVY ARTILLERY

Jason Ellis, host of the *Jason Ellis Show* on SiriusXM, talks with interim heavyweight champ **Shane Carwin** about road rage, fighting sharks, and the very low probability of his title unification fight with Brock Lesnar ending in a triangle *Photograph by MIKE ROACH*

JASON ELLIS You seem like a really friendly guy, as far as I know. Do you ever get angry when you're sparring or fighting?

SHANE CARWIN Yeah, there's times when I get hit that I get angry. But it's more that I get angry with myself. When I get hit, it makes me want to go after somebody. I think when you're put in those situations, people have that flight or fight in them, and with me it's fight. That gets my motor running.

When Gonzaga hit you on the button, what went through your mind then?

When Gonzaga hit me, I actually relaxed and felt better about the fight. I was pretty stiff to start out with. Once I got hit it was like an overwhelming calm. Then I could just go out there and fight. I think your body and your reactions as far as explosiveness are better when you go from a relaxed state to a tense state.

In life do you get angry? Ever yell at people in traffic when they cut you off?

No, man. Because I spar three times a week, I'm laid-back in traffic. That's my downtime. All the time people flip me off for whatever, and I just laugh at them. If you only knew who was in this car, buddy.

After you become a champ, have an illustrious career, and retire, would you ever go into bullshit wrestling for the chance to cash in?

Never. I would never do that. It's not my personality, and that's not my kind of game. And after I get done with this whole fighting thing, I'm ready to spend all my spare time with my family.

Would you fight a shark?

Out of water.

What about in three feet of water?

I don't know, man. I don't see myself winning. I think he might tear into me a little. I don't want to lose any appendages. Would you fight a shark?

Yes, I would. I don't think I'm going to be in this game as long as Howard Stern. I think in five years, when I am the overlord of radio, my final show will be EllisMania, Ellis vs. a shark in a two-foot tank of water. I'll either lose an arm or choke the shark to death. Then I'll retire.

There you go. I'm willing to bet you get torn up a little bit.

Well, like you, Shane, I'm all about the fans. I would expect nothing less than blood for the kids. I need to be in trouble a little bit. Not like you, ☺

MARCH 27, 2010

Shane Carwin minutes after knocking out Frank Mir at UFC 111.



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AÇAÍ

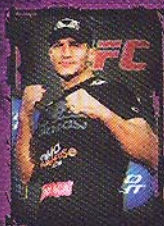
TEAM



Lyoto Machida



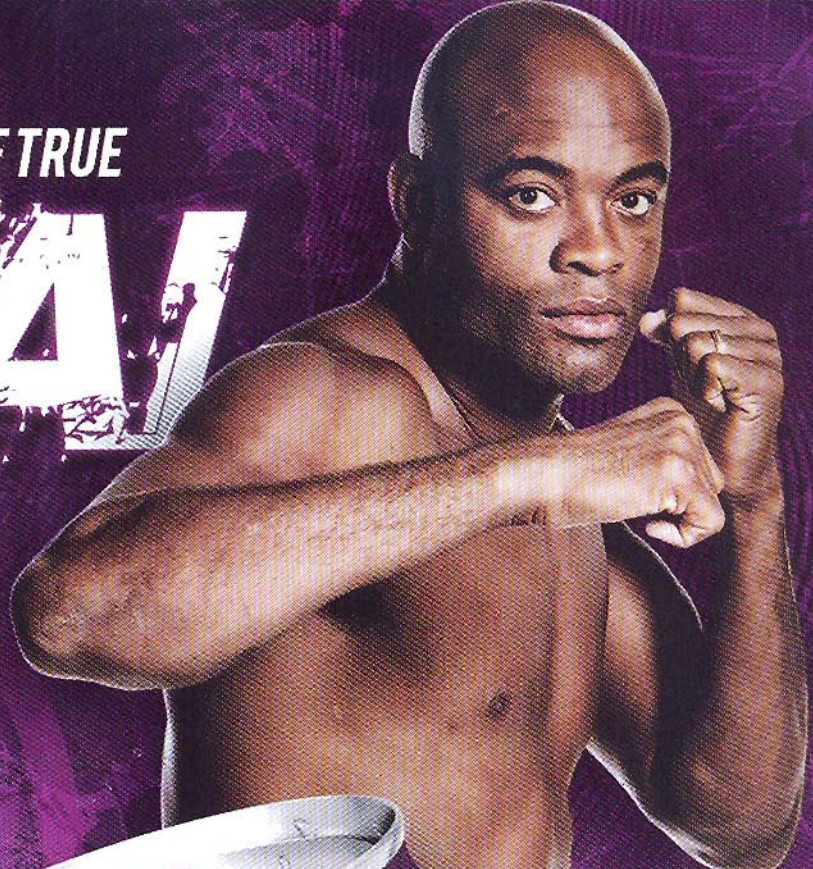
Antônio Rodrigo Nogueira



Junior dos Santos



Antônio Rogério Nogueira



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inside the octagon aftermath

where you just beat the shit out of everyone in the first round. But for Frank Mir, you said you expected it to go more than one round. Yeah, I did expect it. That's what we trained for, to take it into deeper waters. Frank's had cardio problems in the past, and I tend to get stronger there. With Brock, it's going to be like two bears in there going after it. The longer it goes, I think the better for the fans.

Both you and Lesnar have wrestling backgrounds. Think there's a chance you may stalemate on the ground and stand there and bang?
I would love to stand and trade with Brock any day.

You have way more fights under your belt than Lesnar, and you're undefeated. When are people going to recognize you as the favorite?
I like being the underdog. Going in and being able to fight him, knowing the kind of person he is, excites me that much more. I can't tell you how amped I am for this fight. And I hope that he decides to stay on his feet and trade with me, because he'll open up and he'll feel my power.

Is there any potential of anybody kicking in this fight? Do you have head kicks?
Yeah, that's something that I work on all the time. I know

before Frank Mir, everyone was concerned about my right hand, but they found out that my left was just as dangerous. But I also haven't gotten to use everything that I train yet.

You on your back—is that something you'd be worried about with Brock?
No, when I train jiu-jitsu, that's where I start off. But underneath Brock isn't a place anyone wants to hang out.

Given your guys' size, is it possible to hit a triangle?
I'm pretty difficult to triangle. They can't physically get their legs around me. I'm sure Brock's the same way. I'd be willing to bet that there aren't any triangle attempts in this particular match.

Do you think it's a possibility that you'll end up against the cage, like you did to Frank Mir?
Yeah, absolutely. I think that could be an advantage to either one of us. There's a lot of similarities and differences to how we approach the game. I think I'm more active on top than he is. I hope it stays on the feet and we get to showcase our skills there.

When you beat Lesnar, will you drink a Bud Light or a Coors Light?
Bud Light. 🍺



NAME
Shane Carwin

AGE 35

HOMETOWN
Greeley, Colo.

RECORD 12-0

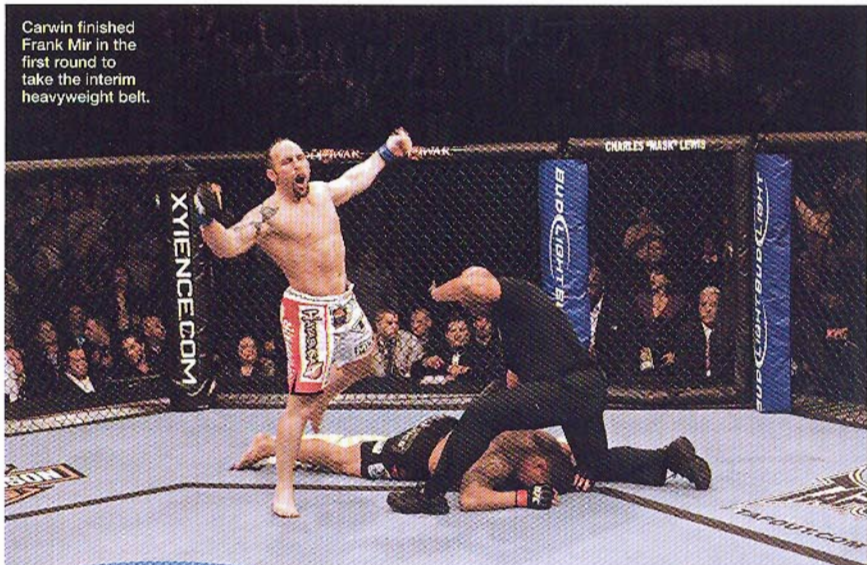
FOLLOW SHANE ON TWITTER
@shanecarwin

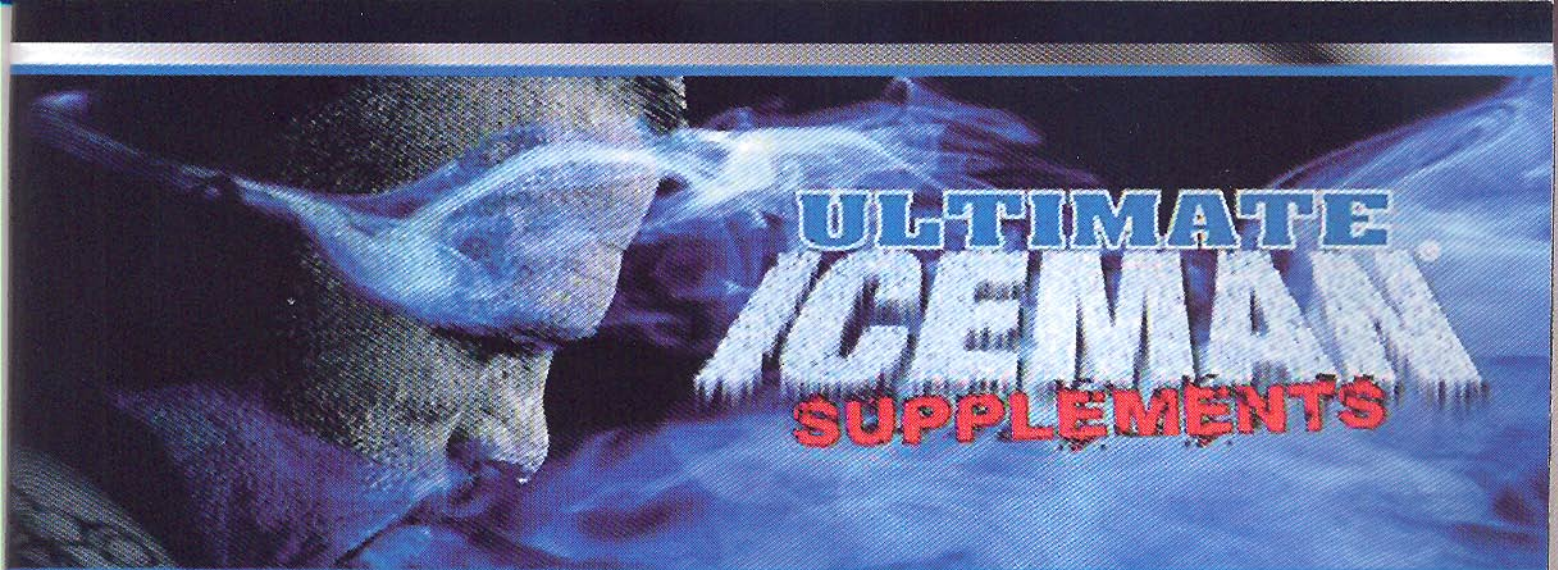
"GOING IN AND BEING ABLE TO FIGHT BROCK, KNOWING THE KIND OF PERSON HE IS, EXCITES ME THAT MUCH MORE."



Jason Ellis hosts the Jason Ellis Show weekdays (3-7 p.m. eastern) on Sirius Satellite Radio channel 28 and XM 52's Faction. For more info, head to ellismania.com

Carwin finished Frank Mir in the first round to take the interim heavyweight belt.





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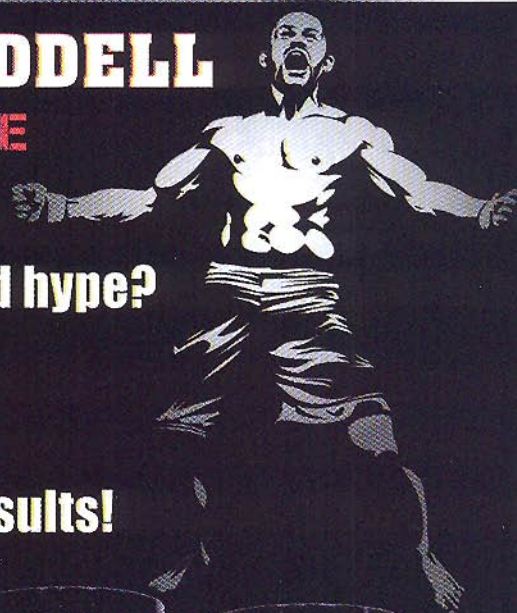
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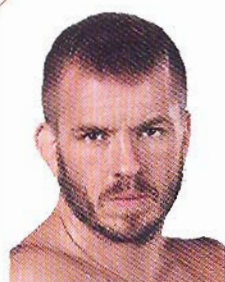
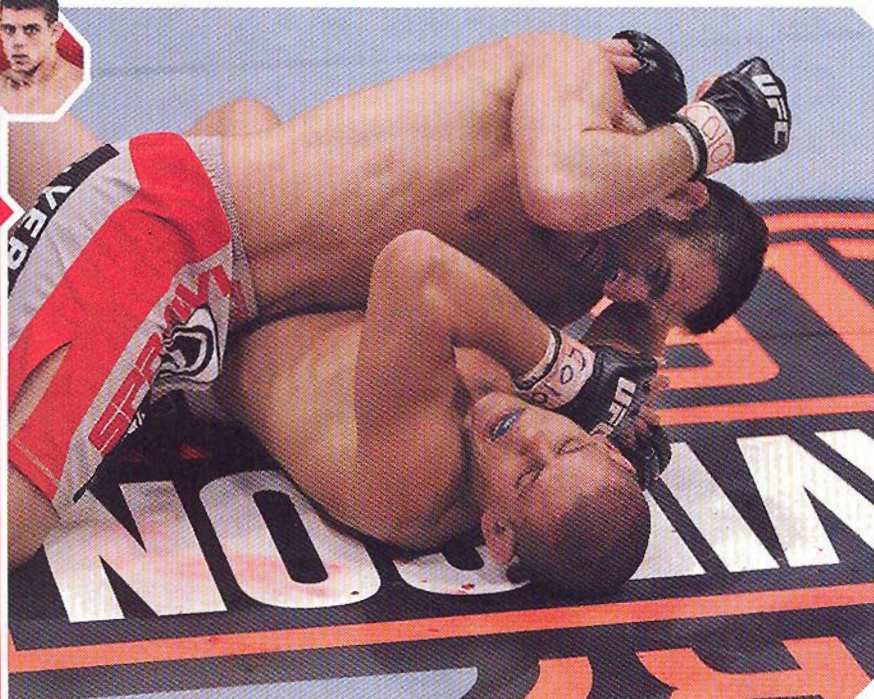
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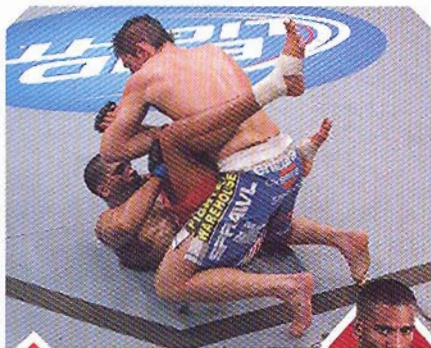
EAT AN ELBOW

Step into the Octagon and, sooner or later, you're going to end up on the business end of an elbow **By DEBBIE LEE****Joe Lauzon**UFC Fight Night 13
vs. Kenny Florian

I have a problem with trying to elbow for the sake of cutting. Elbows should be thrown to do damage, not to win on a technicality. Getting hit with a good elbow (or anything) is like a warm hug. You feel it, but it's all kind of fuzzy because of the adrenaline going. I never got hit and thought, "Ow, that hurt." It was always, "Oh, that's bad. Let's not do that again."

**Spencer Fisher**UFC 104
vs. Joe Stevenson

It didn't hurt, but I remember panicking. It sounds ridiculous, but when the elbow cut me, I was trying to blink and couldn't see, so **I thought my eyeball had fallen out and rolled onto the mat.** I told my coach, "I can't see," and he just said, "It's not time for that now." I said, "I'm serious, my eye is gone," and he was like, "Well, you have another one!" And it all just went downhill from there. But thanks for asking about it!

**Brad Blackburn**

UFC Fight Night 20 vs. Amir Sadollah

When I'm fighting, an elbow is not much different than a punch. The problem is the cuts. You think, "Oh man, did I just get cut? I can't let that happen again." Knowing that I could end up losing a fight because of a cut, I'd say I'd be more comfortable getting knocked out.

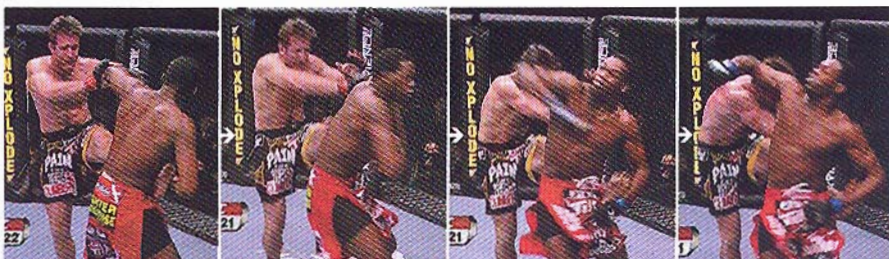
**Anthony Perosh** UFC 110 vs. Mirko Cro Cop

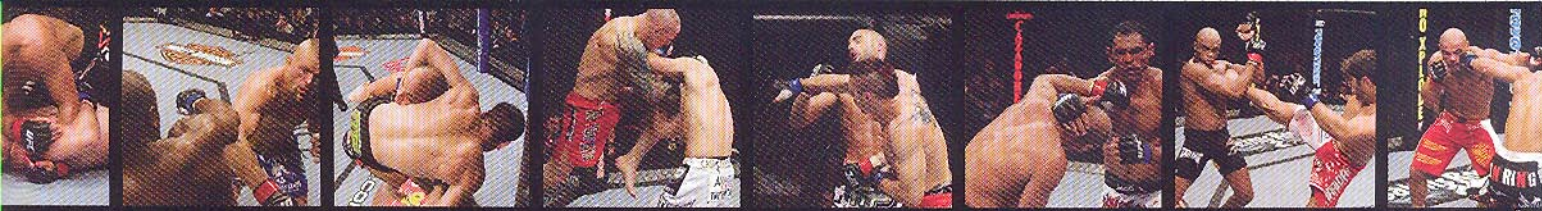
Cro Cop's elbow strike wasn't that hard; I wasn't rocked at all. It felt like a glancing blow, like someone skimmed me with something sharp, so I felt the cut straight away. I knew right there what had happened. There was zero pain at the time and just a couple of bruises and stitches after the fight. Even if a cut isn't the best way to end a fight, I'd still say elbows are an important part of the game.

**Stephan Bonnar**

UFC 94 vs. Jon Jones

I never saw it coming. It hit me so hard, my feet went up from under me. Honestly, I thought, "Did someone in the audience throw a bottle at me and hit me in the back of my head?" When I didn't see a bottle lying around and the ref didn't stop the fight, I put it all together.





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MONSTER MASH

A look at heavyweight champion **Brock Lesnar's** numbers in the Octagon

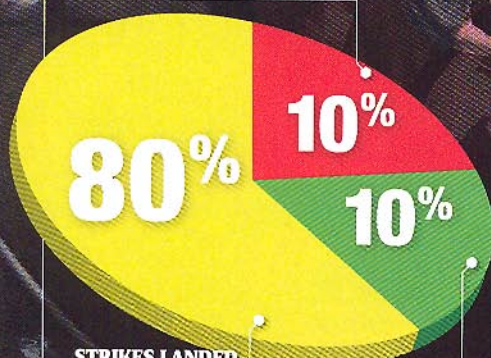
GROUND & POUND

90%

Lesnar lands nine out of 10 strikes thrown on the ground, the highest percentage in modern UFC history.

STRIKE ZONE

STRIKES LANDED FROM A DISTANCE



STRIKES LANDED ON THE GROUND

STRIKES LANDED IN THE CLINCH

No other fighter in modern UFC history matches Lesnar's proportional use of ground strikes.

POSITIONAL ADVANCES

14

TOTAL GUARD PASSES

3 ADVANCES TO SIDE

7 ADVANCES TO HALF GUARD

0 ADVANCES TO BACK

4 ADVANCES TO MOUNT

SMART BOMBS

169 TOTAL STRIKE ATTEMPTS

139 TOTAL STRIKES LANDED

TOTAL STRIKE ACCURACY

82%

Lesnar holds the record for highest striking accuracy for fighters with at least 150 strike attempts

SUPERIOR FIREPOWER

26 TOTAL STRIKES LANDED BY OPPONENTS

Lesnar outstrikes his opponents by a margin of more than 5 to 1.

FIGHT RECORD

4-1-0

KO/TKO WINS

2

DECISION WINS

1

SUBMISSION WINS

1

UFC MAIN EVENTS

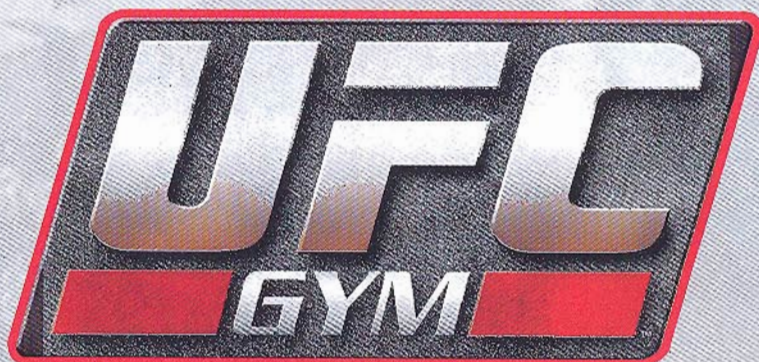
2

TAKEDOWNS

75%

Lesnar has a high success rate when it comes to takedown attempts. The league average is 45%.

Stats provided by FightMetric.com. All stats besides the fight record refer only to Lesnar's competitions in the Octagon.



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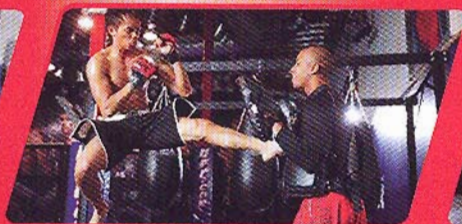
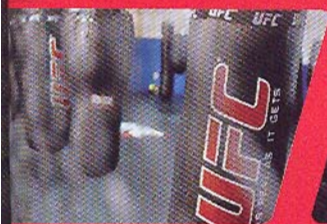
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inside the
octagon

then & now

CHANGING OF THE GUARD

Learn how the best fighters in the world got better *By Sean Hyson*

MMA Training

Elite MMA strength and conditioning coach Jonathan Chaimberg discusses how training methods have evolved parallel to the level of competition.



THEN

In the early days of the UFC, "fighters trained mostly what they were good at," says Jonathan Chaimberg (right), strength coach to Georges St-Pierre and Shane Carwin. "The jiu-jitsu guys trained mostly jiu-jitsu, and they tried to bring their opponents into their world," hoping their primary style would be enough to win. As far as their fitness, most focused on long-distance running, thinking that would build endurance in a fight. "They never trained for power or strength," says Chaimberg.

NOW

Fighters prepare for all aspects of the game equally. "We'll box in the morning and wrestle in the afternoon," says Chaimberg. "Then we'll put it all together one or two days a week." Outside the Octagon, most strength and conditioning focuses on building explosive strength. Reps are kept low and the weights heavy. "We build power endurance with sprints and dragging a weighted sled," says Chaimberg. Workouts are designed as five-minute circuits, with a brief rest period at the end to mimic a match.

THE ALL-AMERICAN DREAM

The number of NCAA and NJCAA All-America wrestlers competing in the UFC in 2000

7

The number of NCAA and NJCAA All-America wrestlers competing in the UFC in 2010

20

The Top 10

Check out the best of the UFC's heavyweights a decade ago versus the top 10 athletes lurking in the 265-class today.



Randy Couture
Pedro Rizzo
Kevin Randleman
Maurice Smith
Josh Barnett

Renato "Babalú" Sobral
Jeff Monson
Ian Freeman
Bobby Hoffman
Ron Waterman

Brock Lesnar
Shane Carwin
Cain Velasquez
Frank Mir
Junior Dos Santos
Gabriel Gonzaga

Antonio Rodrigo Nogueira
Cheick Kongo
Mirko Cro Cop
Roy Nelson

THE BURN MACHINE

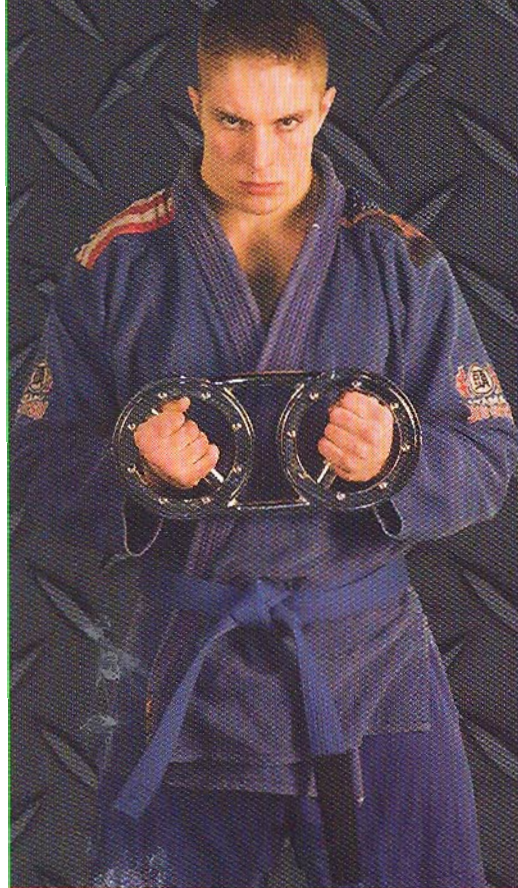
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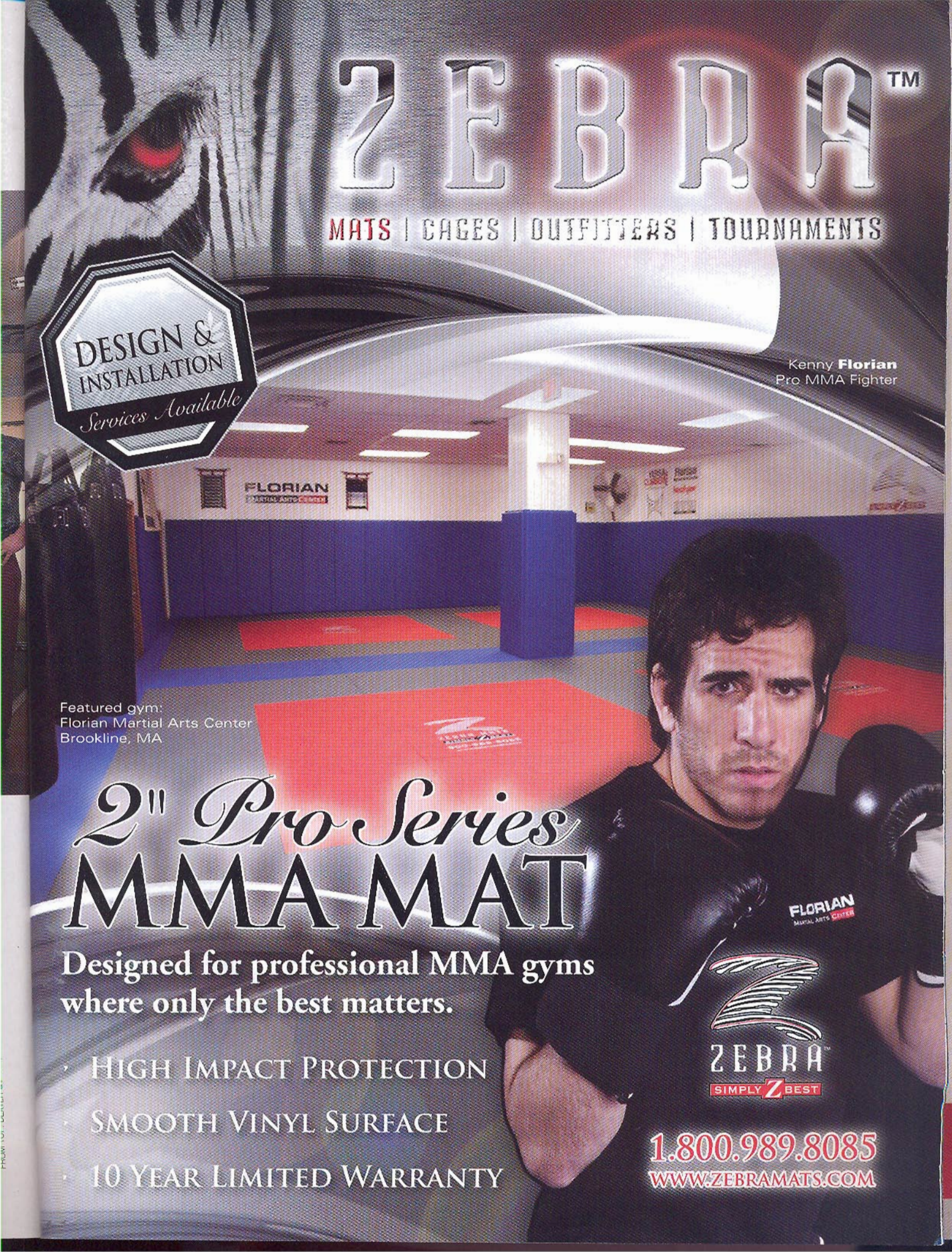


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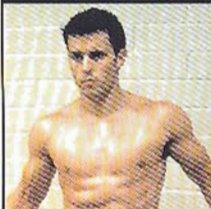
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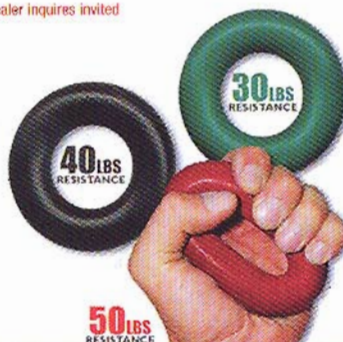
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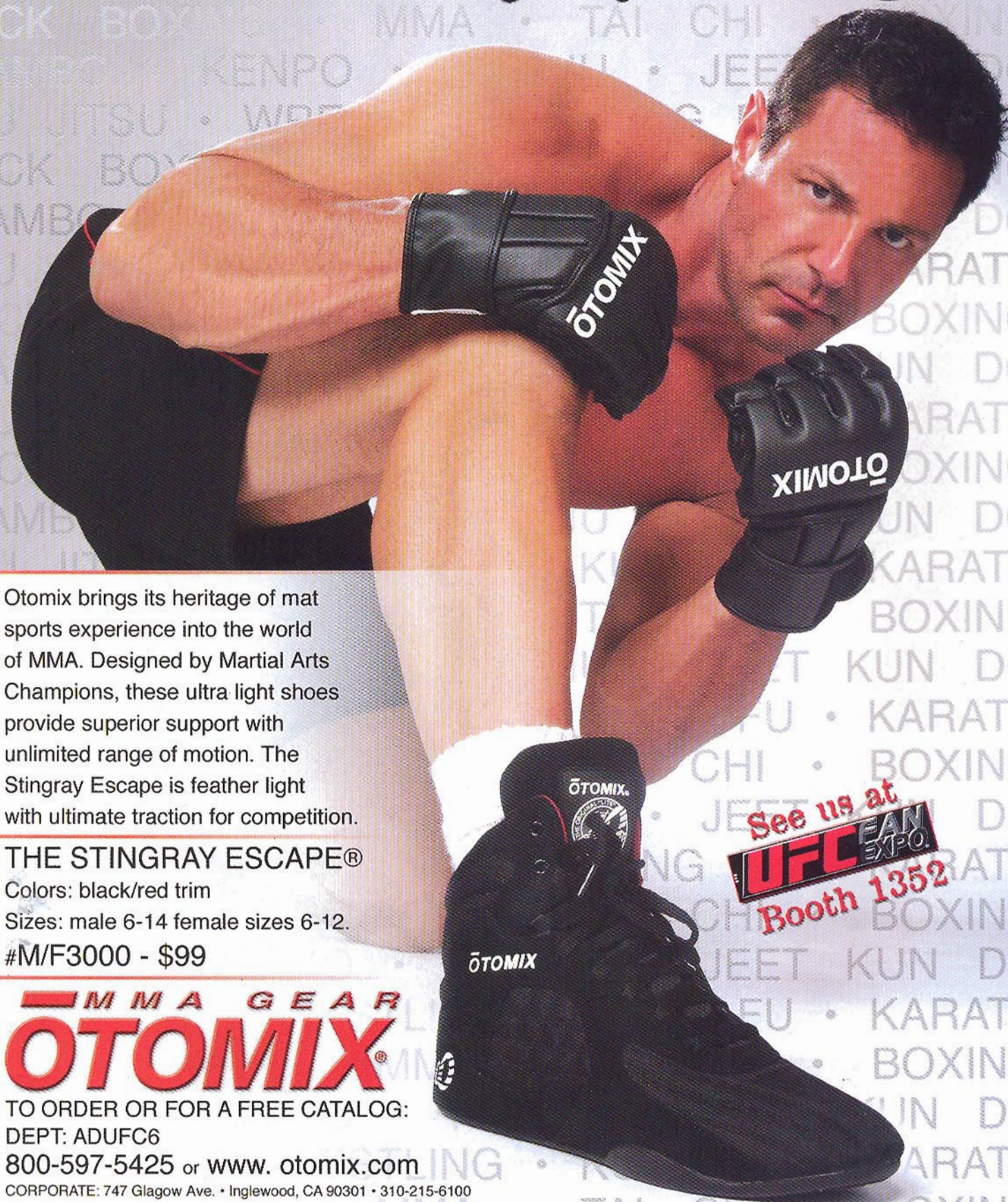
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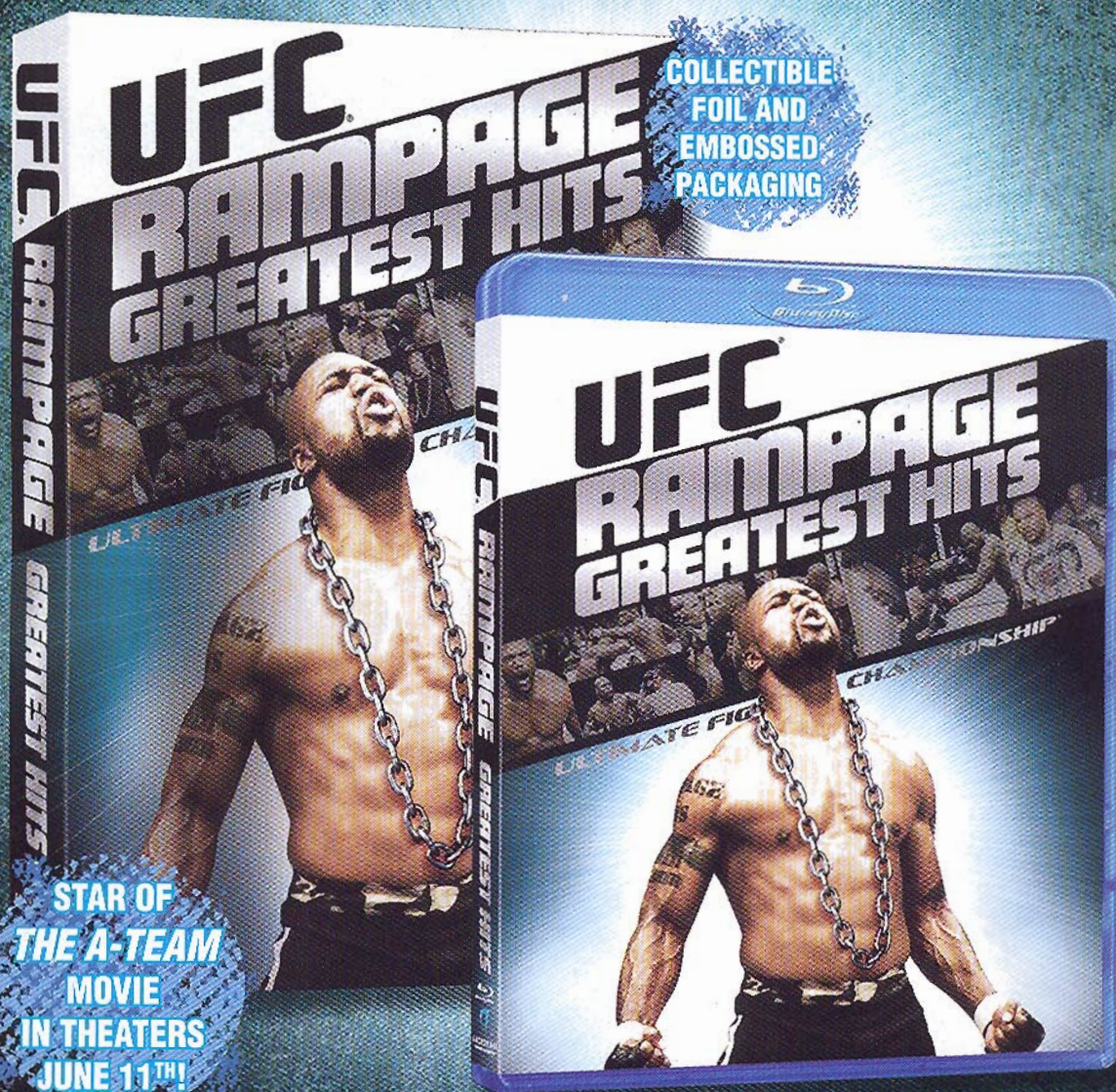
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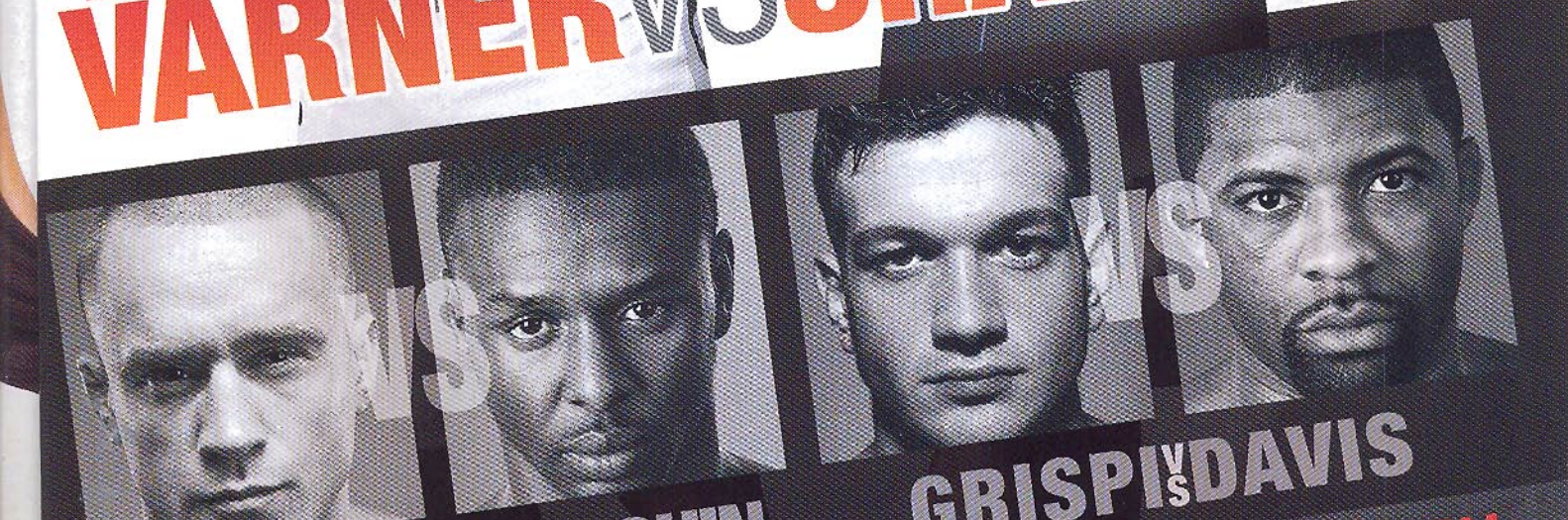
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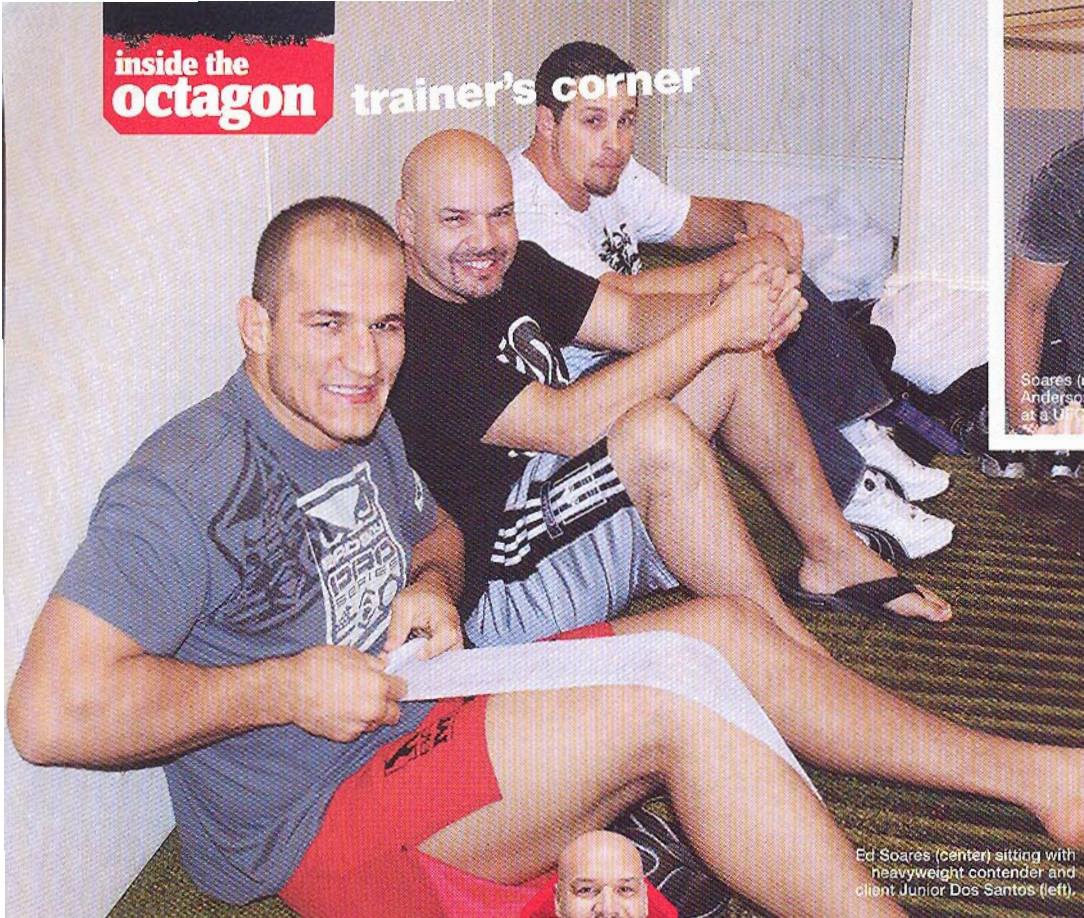
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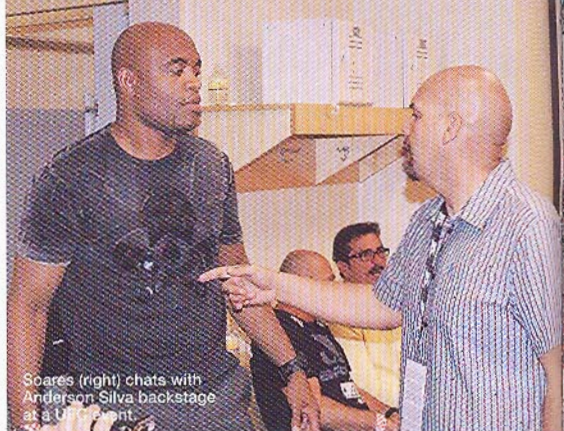
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Ed Soares (center) sitting with heavyweight contender and client Junior Dos Santos (left).



Soares (right) chats with Anderson Silva backstage at a UFC event.



ED SOARES

Black House co-founder and manager to superstars such as Anderson Silva and Lyoto Machida, **Ed Soares** answers your questions

How did you meet Anderson Silva and Lyoto Machida? —Mike K., via e-mail

Through my business partner, Jorge Guimaraes. He's the reason I'm here today. He produced an MMA television show in Brazil and through his relationships with fighters in Brazil, we formed our company, Tough Media. That's why I have so many Brazilian fighters today—our guys get two managers for the price of one.

If some young ambitious guy today wanted to start managing fighters, what would your advice to him be? —Chip C., via e-mail

You have to really love what you do. Don't do it for the money—it takes a while to make money. You need a rapport with the fighters, and you have to build relationships with the organizations and sponsors. That's the biggest asset a manager can have. Be a people person and network. Your job as a manager is to bring opportunity to fighters and help them take the right steps. That's what's going to help you be successful.

You represent a great stable of fighters. Excluding them, who are some of your favorite fighters in the UFC?

—couchchamp, FightClub member
Chuck Liddell and Randy Couture. They're great guys. In a roundabout way, when I think

of where I am now, it all kind of started with Chuck. I was the guy who came up with the idea and the design for the icicles on Chuck's fight shorts. Tito Ortiz had flames on his shorts, and I told Chuck, "You're 'The Iceman', you should have icicles on your shorts." He said, "Come up with a design." I did and he liked it. He's one of the most loyal fighters I've ever met. I'm a fan of his—and a friend.

If you got to decide who Anderson Silva would face in the biggest superfight of all time, who would you choose and why?

—hugegolffhacker, FightClub member
Fedor [Emelianenko]. I don't know if it will ever happen. I believe that Silva is the best pound-for-pound fighter on the planet, and a lot of people beg to differ by saying it's Fedor. I think Silva would beat Fedor, but unfortunately it won't happen if Fedor doesn't sign with the UFC. But Silva's willing to go up to heavyweight to fight anybody.

"I WAS THE GUY WHO CAME UP WITH THE IDEA AND THE DESIGN FOR THE ICICLES ON CHUCK'S FIGHT SHORTS."

Dana White has talked about having Anderson Silva fight Lyoto Machida. Can you ever see that happening? —Jimbo Evans, Glen Cove, NY

I don't. I truly believe that fight would not be as action-packed as people might expect. Both of those guys are so technical, and fans translate technical fights into boring fights.

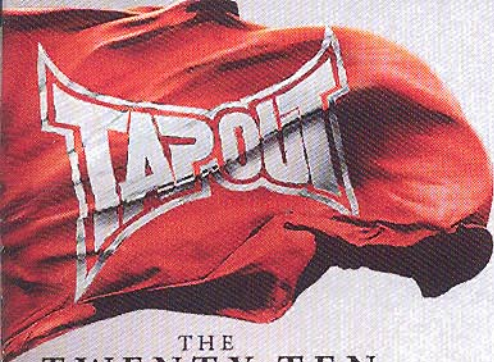
Rock stars are known for making outrageous demands in their dressing rooms before shows. Have you ever heard of that with fighters? —Jared Lopez, Brooklyn, NY

No, but I always mess around with people. I was talking with the guys behind the scenes who set everything up a while back and said, "Man, I'm pissed. Didn't you get the memo? I told you that when we're working out, our water has to be exactly 63 degrees. The water's a little warm!" He just laughed. Everyone knows our guys are down-to-earth. We don't have crazy requests, like asking for a thousand green M&M's before a fight.

Do you ever fear that someday MMA will be similar to other major sports and have only a handful of power agents controlling the majority of the athletes? —RobUnsaid, FightClub member

I don't look at other agents as competition. There are a lot of good managers out there. But I don't really focus on what other people do. My thing is really not a business. It's more of a family.

Next issue we'll feature a Q&A with Muay Thai trainer Mark "The Hyena" Beecher. If you've got questions, send them to ufcmag@ufc.com.



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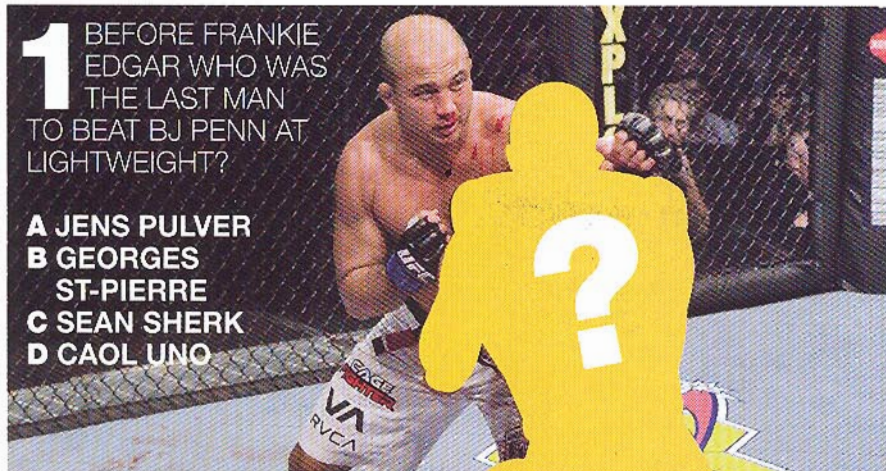
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1 BEFORE FRANKIE EDGAR WHO WAS THE LAST MAN TO BEAT BJ PENN AT LIGHTWEIGHT?

- A JENS PULVER
- B GEORGES ST-PIERRE
- C SEAN SHERK
- D CAOL UNO



Which of the following legends did Forrest Griffin face in his very first MMA bout?

- A Bas Rutten
- B Dan Severn
- C Marco Ruas
- D Don Frye

3 Which UFC legend first learned to grapple by watching instructional videotapes?

- A Rich Franklin
- B Rashad Evans
- C Evan Tanner
- D Renzo Gracie



4 How many of his losses has Chuck "The Iceman" Liddell avenged in a rematch?



A 1, Randy Couture

B 2, Jeremy Horn and Randy Couture



C 3, Randy Couture, Quinton Jackson, and Mauricio Rua

D 3, Jeremy Horn, Randy Couture, and Keith Jardine

5 In the premiere issue of *UFC*, we reported that Dana White personally offered Clay Guida a cash amount to cut his famous locks. How much did he offer?

- A \$5,000
- B \$10,000
- C \$50,000
- D A Punishment skullcap



6 At which UFC event did Rachelle Leah reprise her role as an Octagon girl?

- A UFC 100 B UFC 83
- C UFC 111 D UFC 99



7 From which UFC fighter and MMA icon did Matt Serra receive his black belt in Brazilian jiu-jitsu?

- A Renzo Gracie
- B Cesar Gracie
- C Royce Gracie
- D Frank Mir



8 What is the total length of time Shane Carwin has fought in his four UFC bouts?

- A About five minutes
- B About six minutes
- C About seven minutes
- D Exactly eight minutes and 11 seconds



9 Match each fighter with his tattoo.

A Brock Lesnar



B Chuck Liddell



C Georges St-Pierre



D Frank Mir



10 In which of the following countries has the UFC not yet held an event?

- A Japan B Brazil
- C Russia D Ireland



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TIME FOR BATTLE

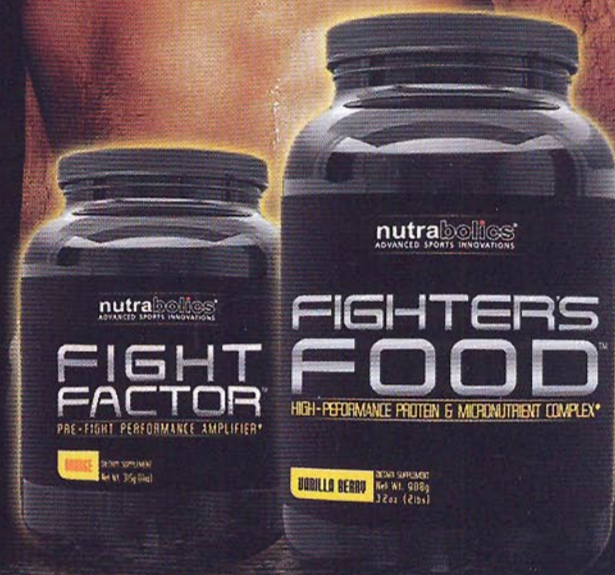
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