



StubHub Ticket Data UFC 100 Recap

- UFC 100 is by far the **highest-grossing Las Vegas event in company history**. Below are the 10 highest grossing events held in Las Vegas thus far and the average prices paid for each event.
 - Dollar volume sales for UFC 100 were nearly double that of the Floyd Mayweather Jr-Oscar De La Hoya bout in 2007. Additionally, more than four times the number of actual tickets were purchased for UFC 100.

<u>Event Name</u>	<u>Event Day</u>	<u>Venue</u>	<u>Avg</u>
UFC 100	07/11/2009	Mandalay Bay Resort Event Center	\$ 790
Floyd Mayweather Jr. vs Oscar De La Hoya Boxing	05/05/2007	MGM Grand Garden Arena	\$ 1,892
UFC 94	01/31/2009	MGM Grand Garden Arena	\$ 477
Madonna	11/08/2008	MGM Grand Garden Arena	\$ 505
UFC 91	11/15/2008	MGM Grand Garden Arena	\$ 433
UFC 84	05/24/2008	MGM Grand Garden Arena	\$ 443
U2	10/23/2009	Sam Boyd Stadium	\$ 201
UFC 98	05/23/2009	MGM Grand Garden Arena	\$ 272
UFC 86	07/05/2008	Mandalay Bay Resort Event Center	\$ 365
Madonna	11/09/2008	MGM Grand Garden Arena	\$ 423

- The intense demand for UFC 100 fetches an **average** ticket selling price in the high-\$700s. Below are the average prices for some of this year's marquee events, all of which have lower averages, with the exception of the Super Bowl:

<u>Event</u>	<u>Avg</u>
2009 US Open Golf - Bethpage	\$84
2008 NBA Finals (Magic-Lakers)	\$345 (Magic home) \$682 (Lakers home)
2009 NHL Stanley Cup (Red Wings-Penguins)	\$469 (Red Wings home) \$503 (Penguins home)
2009 Kentucky Derby	\$391
2009 Masters	\$400
2009 NCAAAB Tournament Championship (Michigan St-UNC)	\$320
Super Bowl XLIII (Arizona Cardinals-Pittsburgh Steelers)	\$2402
2009 BCS Championship (Florida-Oklahoma)	\$684

- The **range** of tickets sold for UFC 100 was **\$299** (Upper Level) to **\$15,557** (Center ringside)
- The **average** ticket selling price for all other UFC events this year (excluding UFC 100) is currently **\$240**.
 - The average ticket selling price for all UFC events in company history (beginning in 2004 and excluding UFC 100) is currently \$281.
- Below are the 10 **highest-grossing UFC events** in company history:

<u>Event Name</u>	<u>Event Day</u>	<u>Region</u>	<u>Venue</u>	<u>Avg</u>
UFC 100	2009/07/11	Las Vegas	Mandalay Bay Resort Event Center	\$ 790
UFC 94	2009/01/31	Las Vegas	MGM Grand Garden Arena	\$ 477
UFC 83	2008/04/19	Montreal	Bell Centre	\$ 413
UFC 91	2008/11/15	Las Vegas	MGM Grand Garden Arena	\$ 433
UFC 101	2009/08/08	Philadelphia	Wachovia Center	\$ 215
UFC 84	2008/05/24	Las Vegas	MGM Grand Garden Arena	\$ 443
UFC 97 Redemption	2009/04/18	Montreal	Bell Centre	\$ 193
UFC 98	2009/05/23	Las Vegas	MGM Grand Garden Arena	\$ 272
UFC 86	2008/07/05	Las Vegas	Mandalay Bay Resort Event Center	\$ 365
UFC 90	2008/10/25	Chicago	Allstate Arena	\$ 266