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**FORBES REPORTS ON THE BILLION-DOLLAR  
ULTIMATE FIGHT CLUB**

**New York, NY (April 16, 2008)** — In “**Ultimate Cash Machine**” (p. 80), *Forbes* profiles casino moguls Frank and Lorenzo Fertitta, who turned their Las Vegas company, Ultimate Fighting Championship, into a billion-dollar sports empire. Americans might never understand cricket, and the British can’t quite grasp American football. But, you can’t get much more universal than this--two guys beating each other up. Now, it’s the ultimate money machine. The night before the 2008 Super Bowl, fans paid \$340 a ticket to witness nine fights, while another half-million people paid \$45 to watch five of the nine fights on pay-per-view. Total haul in from the event: \$25 million.

This year, UFC is likely to generate \$250 million, capturing 90% of the mixed martial arts revenue, and the Fertitta brothers have fielded pleas from private equity and media firms to sell it, with offers exceeding \$1 billion. Not a bad ROI for something they paid a modest \$2 million for in 2001.

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**ALSO IN THIS ISSUE:**

**Wall Street’s Highest Earners: Your Pain, Their Gain (p. 38)** — Today, millions of Americans are having trouble paying the mortgage and filling the gas tank. But, those running hedge and private equity funds have made big money betting correctly on crumbling home prices and \$100 oil. *Forbes* announces its second annual list of Wall Street’s Highest Earners, who pulled in a collective \$19 billion last year.

**Rewiring Children (p. 54)** -- While Amy O’Dell’s form of neurological therapy has never been subject to a clinical trial or peer reviewed by a medical journal, some 600 families use her exercises at home, some as far away as Africa.

**Making a Mint (p. 74)** -- Since the age of 16, Aaron Patzer kept his checkbook perfectly balanced until disaster struck, and he let 400 transactions go untracked. He then quit his job and created a Web site called Mint, tracking people’s finances and suggesting ways to save money—a free service, as long as you’re comfortable with strangers ogling your accounts.

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