

## GEORGES ST-PIERRE AND BJ PENN BATTLE FOR THE UFC® CROWN

One of the greatest MMA bouts you'll ever see is happening soon. How soon? Not soon enough.

If you haven't heard of MMA, or mixed martial arts, then you're missing history in the making. MMA is a full-contact combat sport that combines traditional and non-traditional martial arts techniques in competition. Because MMA fighters train in both grappling and striking techniques, the sport requires the perfect blend of strength, agility and strategy. All across the U.S., the sport is simply *exploding* in popularity. A large number of traditional martial arts gyms are making changes to accommodate growing interest in MMA; even boxing gyms have gotten in on the act. And brand-new, MMA-dedicated gyms are popping up at an astonishing rate.

Billy Hofacker, Chief Instructor at Serra BJJ, has seen the phenomenon first hand. "It's a really exciting time to be involved with this sport," says Hofacker. "Believe it or not, I don't even think we've scratched the surface yet. The more the public gets educated on the different disciplines, the more fans there will be."

leading MMA outfit. And it's with good reason that UFC®, or Ultimate Fighting Championship, continues to outdo other budding MMA organizations. Their televised Pay-Per-View events are always full of white-knuckle excitement and non-stop mixed martial arts action. The upcoming event, *Georges St-Pierre vs. BJ Penn*, will be no different.

The UFC® promises to deliver huge on January 31st with a welterweight championship clash that fans have been clamoring for since 2006, when UFC® lightweight champion BJ "The Prodigy" Penn will meet UFC® lightweight champion Georges "Rush" St-Pierre. For those who are unfamiliar with those names, think Muhammad Ali vs. Canadian Muhammad Ali.

MMA followers and sports fans alike will be treated to a display of athleticism and mixed martial arts prowess, the likes of which are rarely seen. Both Penn and St-Pierre are already regarded as living legends in the sport of MMA. In most pound-for-pound best fighter rankings, their names consistently place within the

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fighting in the upper echelons of the UFC®'s welterweight division since 2004, and is widely recognized as the number one welterweight in the world. With few exceptions, "Rush" has been an absolute threshing machine, cutting down some

## YOU CAN ONLY GET UFC® 94: ST-PIERRE VS. PENN 2 ON PAY-PER-VIEW, AVAILABLE THROUGH TIME WARNER DIGITAL CABLE. MARK YOUR CALENDAR TO SEE ALL THE ACTION ON JANUARY 31.

Those who are paying attention are witnessing a rare event: the birth of a sport. And at the forefront is the largest MMA organization in the world, the UFC®.

Whether or not you've heard of MMA, you've likely heard of UFC®. In fact, you might have heard some people incorrectly refer to the sport of MMA as "ultimate fighting." This is similar to calling a tissue a Kleenex, or an inline skate a Rollerblade, which serves as further proof of the UFC®'s dominance as the world's

top three spots. The gaps in skill between them and the number one contenders in their respective weight classes are so wide that many fans have just dubbed these men "unbeatable." Of course, "unbeatable" simply isn't possible.

Georges "Rush" St-Pierre, 17-2-0 (Win-Loss-Draw), is a 27-year-old Canadian fighter. He holds a black belt in Kyokushin karate, a black belt in Brazilian jiu jitsu and has trained with the Canadian Olympic wrestling team. He has been

of the sport's most respected fighters. Not only does he win, but he does so in such a dominating and decisive fashion that even the cream of the crop looks lame and amateurish in his wake.

BJ "The Prodigy" Penn, 14-4-1, is a 29-year-old native of Hawaii. He is the first American to win the World Jiu Jitsu Championship in the black belt category. He is one of only two men to ever hold championship titles in two UFC® weight classes. His nickname, "The

**GEORGES "RUSH" ST-PIERRE**  
Born: Montreal, Quebec, Canada  
Fighting out of: Montreal, Quebec, Canada  
Age : 27  
Height: 5' 10" (178 cm)  
Weight: 170 lbs. (77 kg)  
Overall MMA Record (W-L-D): 17-2-0

**BJ "THE PRODIGY" PENN**  
Born: Kailua, HI, USA  
Fighting out of: Hilo, Hawaii  
Age: 29  
Height : 5' 9" (175 cm)  
Weight: 170 lbs. (77 kg)  
Overall MMA Record (W-L-D): 14-4-1

Who is the king of

# MMA?

# Who is the King of MMA?

continued...

Prodigy,” is as apt a moniker as you can come across in the UFC®. He excels at every aspect of MMA and is currently the number one ranked lightweight in the world. He is moving up a weight class to face Georges St-Pierre.

This is not a fight without precedent. Penn and St-Pierre met in the Octagon™ once before at UFC® 58 in 2006. The outcome was a hard-fought split decision victory for Georges St-Pierre. The general consensus is that Georges St-Pierre was able to pull out the win on the strength of his superior conditioning. Two years later, however, BJ Penn is refocused and in peak condition. “Fighting GSP is all I think about every day,” says BJ Penn.



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Date: January 31 • Live: 10pm ET/9pm CT;  
Pre-show 30 minutes before  
Price: \$44.99

The two fighters are on a collision course with destiny, and both have an equal shot at pulling off this win. So who do the experts think has the advantage? Ben Goldstein, an MMA analyst and Managing Editor for CagePotato.com, gives St-Pierre a slight edge. “Since BJ and GSP’s first fight in 2006, Penn has stuck pretty closely to what he does best—submissions and striking in equal order,” says Goldstein. “But GSP has truly evolved as a fighter. Jiu jitsu was supposed to be the weakest part of his game, but this year he’s put in serious work at the Gracie Barra Academy in Rio, earning his black belt in Brazilian jiu jitsu.”

Hofacker disagrees. “BJ is super well-rounded and I don’t think either guy has too many weaknesses. I know St-Pierre was recently promoted to black belt in Brazilian jiu jitsu but Penn’s jiu jitsu is on a totally different level.” And he should know. His gym, Serra BJJ, belongs to former UFC® welterweight champion, Matt Serra. Incidentally, Matt Serra is one of only two men to ever beat Georges St-Pierre.

To say that these two men are at the top of the MMA world is an understatement. They both operate in a league well beyond the reach of their would-be challengers. Neither one of these fighters gives an inch, accepts defeat, or is content with “second best.” On January 31, one of these men will take a step closer to solidifying his legacy as the greatest MMA fighter on the planet. It will be a barnburner for certain, and it is only available on Pay-Per-View. You do not want to miss this historic bout.

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**MARK YOUR CALENDAR FOR JANUARY 31.**

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