

A photograph of a Thanksgiving dinner table. In the background, a large roasted turkey sits on a platter. To the left, there are bowls of cranberry sauce and mashed potatoes. In the foreground, a plate of food with turkey, mashed potatoes, and cranberry sauce is visible. A wooden chair is partially seen on the left. A semi-transparent circular graphic with a decorative border is overlaid in the center, containing the text.

November 2025

ULW
Magazine



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TOP 10 of the Industry (As of Now)

By Jeff Esiason

Now comes the time for us to discuss the top ten people in the industry right now...as far as I am concerned:

TEN. Hurricane Helms

Look, this may come as a major surprise to everyone reading it. Hell, I am pretty damn unnerved typing it, but there is no denying that Hurricane Helms has successfully seized an opportunity that presented itself in the form of a controversial trade involving a sitting world champion who then desecrated and sold off that title...to Mr. Helms.

The ratings speak for themselves: this is a bonafide hit, and I only see great things in the immediate future for a man who was forgettable to the point where I am sure no one honestly knew where he was prior to this story developing as rapidly as it has since he nabbed the belt off of eBay.

Yes, he was providing some funny content in his prior supportive role alongside HBP, but that's all he was: a supportive role. Perhaps I am being too harsh on his status prior to the current stories being told, but there is no denying that he is better off now than he was just a mere month ago!

NINE. Trick Williams

The NXT Champion is dominating the developmental scene, but something tells me that he may not be in NXT for long. Then again...well, Karrion Kross is an example of the staying power of NXT Champions (just call up the talent already!). Trick has taken NXT by storm, and I have it on good authority that there will be many eyes on him in the years to come.

WWE would do well to utilize this young man to his fullest potential while they can, because the claws are going to come out once the opportunity arises, and there are only so many stars who can be protected in each year's draft.

In the meantime, Trick needs to just keep doing what he is doing: making all eyes focus on the screen when his time comes up to have the spotlight. Master this moment and you will only go up from here!

EIGHT. Jade Cargill

Talking about only going up, you will now be subjected to an explosion of the number of women in this list! Truthfully, it has always been difficult not naming the vast majority of the top women for three consecutive editions of this magazine, but that's just how crowded it is at the top of this industry in the appropriately-named "Prime Era".

Jade set the standard for women's wrestling in this brand new era with her dominant title reign during the first season, but the moment that she was lost to Alexa Bliss at Starrcade, I had a gut feeling that major changes were coming for this determined and incredibly talented young woman!

I am not going to relitigate the year she has had, but very few people in this business can be credited with changing the game, and that is precisely what Jade has done. Her time is absolutely coming soon to stand atop AEW, but for reasons we will get into later, it isn't coming yet.

SEVEN. Sasha Banks

Speaking of women who are changing the game, Sasha Banks is back on top of women's wrestling, and she is exploiting every damn second of it! While Toni Storm dominates AEW's Knockouts, and WWE gives us three leading women, Sasha Banks stands as a quasi-self-proclaimed "Undisputed Champion", as the only singles world champion of any sort in ULW.

More confident than ever with Chyna loyally by her side, Sasha aspires to mold the division in her image, obnoxiously reminding everyone that she calls herself "the Boss", and insisting that the rest of the locker room is not worthy of sharing a ring with her.

Of course, hours after this magazine is published, Sasha is set to defend her prize against a rejuvenated Paige, but time will tell if the young Brit will be able to topple the reigning champion!

SIX. Granddaddy Duxen

November 2025 will forever be associated with a transformational moment in the lengthy career of Granddaddy Duxen. From lovable legend to bitter old man, this relic of the past is now obsessed with the idea of proving that he is more than the laughs that he has given us over the years.

Instead, Duxen wants the rest of the industry to both respect his contributions as well as fear what comes next at his hands. On top of that, Duxen flatly rejected a challenge offered by his former protégé, Ladies Man. Ladies Man wants to get vengeance for Duxen's betrayal of him, but for now Duxen refuses to oblige.

In the immediate future, Duxen is soon set to participate in his own tournament qualification match. Will Ladies Man try to play a factor there? Can Duxen get back to the top? It is safe to say that the world is eager to find out!

FIVE. Toni Storm

No single talent in this business is better at getting the people's attention than Toni Storm. Once again, I am forced by reality to put the AEW Knockout's Champion in this list as she insists upon shining through the crowd and asserting herself as a key playmaker in this industry!

If BWM Inc. does the unthinkable in becoming the only company to dominate two eras (and, let's face it, that's the question at the crux of our current era), Toni Storm will be a big reason why that becomes the case. No, I am not saying that the race to the top is already over. Far from it!

Instead, what I am saying is that Toni Storm is to the Seventh Era what Splinter was to the first, what Blaster was to the second, what Dragonfly and Metalhead were to the third, and so on: she is a main attraction, and may in and of herself represent a paradigm shift in human or humanoid form!

FOUR. Brock Lesnar

In the wake of his momentous victory over Slammu and subsequent solidified entry into the ULW Undisputed Championship tournament, Brock Lesnar stands ready to lead the industry well into the future! However, the Beast Incarnate has his work cut out for him, as he is far from the only star – or even monster, for that matter – who has their sights set on claiming the top of the mountain!

With one eye aimed at the tournament in question and another eye looking forward to next year's Starrcade, Lesnar is trying to take on the world en route to his dreams of ruling the roost. The question remains: can he pull it off?

Brock's two-decade-long career is a cautionary tale of massive hype and little follow-through. Remember that he first debuted in the UWA-Northern Division, only to be drafted later on to the Southern Division where his ambitions were stomped out from misstep after misstep from being eliminated by Dragonfly from UWA-SD's tournament to crown the inaugural UWA Heavyweight Champion to his embarrassing rivalry with the Crock, then through his being trapped in the tag division by Nathan Jones's side until he reinvented himself in MMA.

His story has brought him back to the world title picture for a very brief reign in PWI, and nothing since. Is this the moment Brock has been waiting for? We shall see.

THREE. Sami Zayn

From the former "Next Big Thing" to someone who still ostensibly runs things in AEW...well, sort of, we have to direct our attention to Sami Zayn!

Yes, I am sure that you are looking all puzzled at your screen here, but I assure you that this guy has earned every bit of being the number three overall best talent in the industry right now. It's not merely because he married the boss's daughter. This isn't about nepotism, but rather about perseverance!

Sami was most definitely a top target for PWI back in the Sixth Era, but his development and usage in AEW has far eclipsed what he would've been up to in PWI or even ULW for that matter had he never been grabbed by BWM Inc. first! The man has sincerely and justifiably commanded respect and attention during his time in Benny's world, and I can't say he would have the same adulation had a different company signed him first.

Sami has molded the industry in more ways than 90% of talent could ever dream of accomplishing, and he has capitalized immensely on every solitary second that has been given to him week in and week out. You simply can't look away when he is on the screen! Now, with Megan having betrayed him alongside Benny in order to join with Uncle Howdy, I can't help but anticipate that Sami is one of the few who can realistically expect to come knocking on number one's door in the near future!

TWO. Will Ospreay

This brings me to the newly-crowned AEW World Champion: Will Ospreay! Ospreay had to grow on a number of us since last year, but I believe wholeheartedly that he has more than earned this spot. In fact, in any other reality, Will would be the undisputed number one pick, but the adventure is far from over.

Truthfully, I can see Will making a serious play for the top spot in one month when we revisit this list, but it depends on how his reign goes. If he starts to become formulaic – and yes, it is possible for awesome stars such as Ospreay to slip into such –, then he could lose favor with the audience and his stock could subsequently drop in my eyes. Yet, if he can maintain his current trajectory, he could join Toni and a few others as a sincere staple of this era; a pillar, if you will.

This journey is still in its infancy, though, and plenty of good and bad booking can either boost his image or sully it when all is said and done. The unknown is what makes compiling this list so fun. I am a little giddy wondering who will pop up next!

ONE. The Rock/Seth Rollins

Last, but far from least, is the top slot, and I feel that I have no choice but to place Seth Rollins and The Rock in this spot, together!

I can already hear my detractors now, as they contemplate deriding me for my dereliction of duty to choose a clear winner in this race, but the jury is still out, because I absolutely see these two as the top two guys in the industry today, even if the past month has been inconclusive in determining who between them should rise above the other. In other words, even with Seth Rollins desecrating his former world title, his historic decision to jump ship still places him in the top spot, but not enough to overtake the Rock, who himself suffered his own bad decisions.

For Rock, his stumble came when he inexplicably sold his ownership of WWE to some weird hack out of nowhere, only for that random guy to then give control back over to Murrey. Rock did this despite the fact that his tyrannical leadership over the past year in conjunction with his feuds with others vying for power has now increased his exposure. It all feels like he is self-sabotaging.

Then again, perhaps it is the case that Rock's ego has blinded him so much that he talked himself into creating all of this risk out of thin air. After all, his stated mission at the draft was to acquire genuine challengers, and what greater challenge could he have created for himself than the predicament that I just laid out.

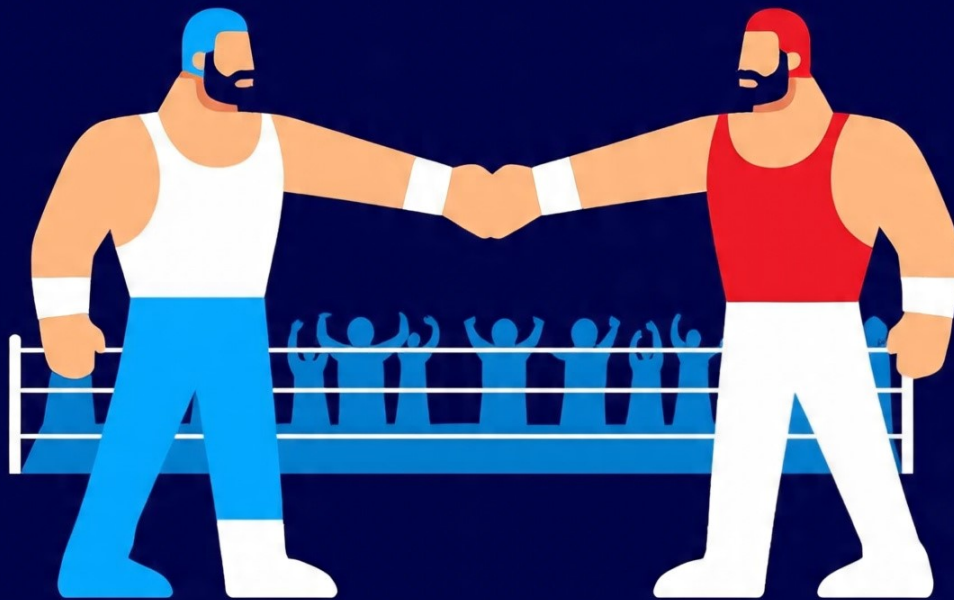
4-D Chess, anyone? Who knows? All I know for certain here is that Rock and Seth have their clash coming up, and the outcome of that match will have more ramifications than just determining the world champion. The balance of power may hang in the balance, and

it honestly holds the prestige of being the undisputed number one star in the world, in my opinion!

With that having been said, I look forward to seeing what the list looks like next month with our holiday edition!



Best Match So Far



THE Best Match of the Season So Far (an in-depth break-down)

Slammu versus Brock Lesnar at Hallow-Travaganza 2025

By Thomas

Call me crazy, and people are probably going to criticize me for saying this, but I genuinely think that Slammu and Brock Lesnar's Lights Out Match at Hallow-Travaganza was the best damn match of this season so far!

When Brock Lesnar arrived in ULW by costing Slammu the Undisputed Championship, I knew that there would be hell to pay, and boy, oh boy, have these two torn the house down ever since!

Lesnar is hell-bent on reclaiming the top spot in the business at any cost after falling short in AEW and WWE, but he seemed to have bit off more than he could chew when

Slammu punched back in a massive way! Slammu barged into an interview between Lawrence Mason and Lesnar and sent a message as well as issuing a challenge for “Scorched”!

That match was an incredible bout itself, if I am being honest, as it showed that these beasts were fully capable of giving us a truly special and unforgettable encounter! Arguably the match of the night at “Scorched”, the encounter resulted in a no-contest when neither monster was able to continue, and undeniably laid the foundation for a rematch!

That’s when shit got truly crazy, though, as Lesnar and Slammu were going out of their ways to get back at each other! Tearing apart the locker room and forcing all the officials to stand between them before Scott Nash finally demanded peace and scheduled this Lights Out battle, to exonerate ULW from any liability!

What followed was what I truly believe was the most intense encounter we have seen yet in this season, and maybe even the whole era! Slammu and Lesnar battled it out all over the ringside area, and then directed their focus on the ring itself! Culminating in the posts being removed and used against each other!

When the bout turned bloody after the vicious introduction of glass cases, I knew it was getting serious! There were no consequences to be had with the stipulations giving them free reign to nearly unalive each other!

The crowd was beside themselves watching this spectacle that went on for what felt like an hour, but only because it was so ruthless! Each and every strike felt personal, and you could sense that connection established between the people and the performers every inch of the way!

In the end of it all, Lesnar stood victorious, towering over the beastly and legendary Shark as he had his hand raised. The man didn’t even show any remorse for how it went down as officials and then medical staff attended to the icon laying in the ring.

No, because for Lesnar there is only one goal: greatness. He had filled one of the League vacancies a week or two prior, and this show coming and going meant that he was solidified along with all other League members with a bye in the first round of the ULW title tournament.

His laser focus on this goal, which ostensibly compelled him to attack Slammu in the first place to curb Slammu’s pursuit of a 26th World Title, is his guiding light, and I hope the rest of the roster knows that he is coming for them...next!

If this match is any indication of what Lesnar will do to become world champion again, then you have to ask yourself: would you want to stand in his way? Good luck!





The Interview

The Interview
Granddaddy Duxen
By Lawrence Mason

The following is what I was able to get out of Jebediah “Granddaddy” Duxen minutes after he rejected a challenge from the Ladies Man. See what the elder wrestler had to say!

(GD: Granddaddy Duxen, LM: Lawrence Mason)

GD: Goddamn, boy! It stinks in here! Maybe you should have given this place a nice little spray of this, and a little of that. You know, some robitussin for the air!

LM: You mean an air-freshner?

GD: Yeah, air refreshenerer...whatever that word is!

LM: Ok, well at least I see you haven't lost your sense of humor.

GD: What the hell are you talkin' about, boy?!

LM: Nevermind, look, what in the world is going on with you, man?

GD: Didn't you hear me out there? I told the whole world what was on my mind, and I meant every damn word! This business is filled with nasty, crusty, back-stabbing motherfuckers, and I am sick of it! I'm gonna cleanse the biz of this bullshit for good! It's high time that the world realize they were the jokes the whole damn time! I'm the only real badass around here!

LM: So, if you are so badass, then why did you leave Ladies Man hanging out there?

GD: That boy couldn't lace my damn boots! He's all too concerned with what these idjits think 'bout him! I don't give a shit, quite frankly! I am in this for me, and me alone, and I forgot that a long time ago because some pretty pieces of ass smiled at me when I made it big, and they let me sign dem titties. So, I fell for their shit and sold my soul and priorities down the river. Why, Lawrence? For cheap laughs and momentary fame? I started to feel sick deep down inside. That's why I left the business after the second era. I was fed up with being treated like a joke. I ain't no damn joke!!

LM: What does Ladies Man have to do to earn this match with you?

GD: It ain't gonna happen, Lawrence, because that boy is NEVER gonna have what it takes to prove that belongs in the ring with me. He never listened to my advice, NOT TRULY! Nah! He just cherry-picked the parts that he liked most and disposed of the rest. He was trying to push me aside like I was yesterday's news, and I let that happen ONLY BECAUSE I FORGOT WHO I AM, BUT NO MORE! I am the longest-reigning world champion in history, and no bitch ass named Dwayne is gonna ever take that away from me!

LM: Speaking of Rock...

GD: *Scoffs in disgust, holding his nose as if something awful just bothered his sense of smell*

LM: ...are you ok?

GD: Yeah! Now I am! Just had the worst whiff of sulfur that I have ever encountered! Oh yeah, that's right, it's because you brought up the biggest piece of fake garbage I have ever known! Rock is a con-man if I ever saw one! One moment he is all smiles and full of joyful promises, and then the next thing you know he is turning his knives on you, looking to stab you in the back just like that son of a bitch, Chet!

LM: Wait...you and Rock have history?

GD: Of course we do! We met all the way back in 1998 when he was still an up and comer and I was on my way to superstardom shortly before being traded to USWA. He saw my success and asked me for some advice, and I gave it to him, thinking he would take me seriously. Well, he did to the point of it helping solidify himself as a "legend",

but the punk ass NEVER once acknowledged or thanked me for the help I lent him in UCWF! No, just betrayal...they are all a bunch of turncoats, Lawrence, and I am sick of it! They all be nasty, dirty, sons o' bitches!

LM: Look, I understand that you have all this rage built up, but...

GD: Rage? RAGE?!! You don't know the first thing 'bout rage, Lawrence! When you have younger, punk ass, smart-mouthed ingrates coming to you, seeking counsel about how to perfect their craft, only to use your advice without giving you so much as a smile and a handshake, then you can talk to me about rage! Until then, just know that retribution is comin' for every sorry ass sum bitch who doubted me, who laughed at me, who saw me as nothin' more than a fly-by-night punchline! Their time is comin', because I am done bein' everybody's punchin' bag! I am fed up with being the after thought! This is Jebediah's time, and ain't nobody who can stop it!

At this point, Granddaddy Duxen stormed down the hallway, ignoring my pleas with him to answer some more of my questions!





I Know What You're Thinking
The Hall of Fame Enigma, Doc Brown
By Sunfire

I know what...ah, you know the rest!

What are we doing here? Are we really living in a world where Christopher Lloyd is among the top stars in professional wrestling? On top of that, are we seriously allowing him to keep cosplaying as a character he played last in the early-1990s sequel to "Back to the Future"???

Ah! You know what? It's fine, I'm ok. I just can't wrap my head around why we have let things get this crazy. It was one thing when HLW was utilizing Michael J. Fox in brief comedy spots, but then WWE came into the picture and brought about the age of the

celebrity...which is why we have that complete and utter piece of shit, Logan, at the top of AEW right now.

And yes, Ospreay, I still see Logan as a bigger deal, despite you being the champion. Deal with it!

But back to the man of the hour: "Doc Brown". For the sake of simplifying this for the simple-minded, I will henceforth refer to Mr. Lloyd by the character he insists on cosplaying, but just know that I think this is patently absurd!

Doc Brown was destined for greatness in this business the moment he appeared alongside Ryback, prepping him for a shot of that magic "elixir". We all knew that Ryback was juicing up here, and I really don't care if he knows that I said this: I AM NOT AFRAID OF YOU, BIIIIIIITCH!

Brown's adventures in finding the right concoction produced the breakout stable of the Sixth Era: "Murrey's Misfits" and the "Doc Brown Six" which followed. From there, Brown presided over the emergence of many top stars of the present day, and one star who has sadly since disappeared
coughwherethefuckisAxel**cough**hack**cough!!

Sorry, this dust is a killer..

..

ANYWAYS, Doc Brown had a great night at the Award Ceremony to kick off this brand new era as he swept into a series of awards, but the real kicker is what followed this past summer: Brown became a hall of famer, acclaimed for being the most successful manager in wrestling history!

With all due respect to my ol' buddy Sparking, I can't disagree with this award in any way, shape, or form. Brown's record speaks for itself. Every star who he manages reaps rewards beyond their wildest dreams, and now that he has caught everyone's attention again by being traded alongside the Flex Squad to AEW, there is no telling when or if his success will come to an end!

My opinion is that the Doc Brown effect will continue to have ripple effects throughout the business, and while it is impossible to know what he will do next, I can only guess that we will all be talking about it...whatever it is!





At Each Other's Throats (An Analysis of the Top Feud at the Moment)

Sean Olson versus Brandon Lee: THE Blood Feud of our Time

By Blaster Bladwick

It's a story as old as time, the war of siblings as they battle it out to see who the master of the house is! Perhaps no story of sibling rivalry outside of the Mouse Family has had the staying power of Brandon Lee and Sean Olson!

I remember when I first saw these guys in action when a number of us – as a sort of USWA delegation – attended an HCW show back in June 2001. Olson and Lee stole the show with their incredible athleticism, and they only further sealed the deal of their incredible abilities in the ring and in the air when they joined the HCW/BFCW invasion of USWA that fall, triggering the Allegiance War.

Back then, there were a lot of high flyers, but not too many were like Olson and Lee, and when the team managed to come back to the mainstream as Temporary Contracted stars from HCW joining the ranks of UWA, I was not surprised when they became the first tag team champions of the Southern Division!

Then, came the egos of Olson and Lee, and those egos were bound to clash in a way that destroyed their unity. A lot of people don't remember this, but Olson wasn't always the undisputed breakout star of the two of them.

No, in the beginning, their stars shined equally as bright. So, heading into their first bout in the mainstream at Abominable Actions in the inaugural Aerial Assault Match, Lee was seen as just as big as his brother Sean!

The fans and the betting odds were evenly split, in most respects. Olson may have been a tad faster and more adept at aerial moves, but Lee was swift, and decent in the air, while having the added factor of being more clever. After all, the man was seen in a more prominent light in UWA after Abominable Actions, leading to his milestone participation in the Inaugural Total Anarchy Match at Motivation 2!

Olson, though, became better at backstage politicking over time, and Lee found himself get left behind as Olson was shot into the stratosphere after adding LWF to his temporary contract and rising to the top by the end of July in 2004! From that point, onward, Olson was seen as the golden goose of the business!

LWF had reinvented Sean Olson to go from being equal to Brandon Lee to Lee's superior on the big stage. Yes, Lee rose to the top in UWA in the 4th Era, but by then, the UWA had slipped into being the number 3 company behind EWA (where Olson was) and HCW.

Lee and Olson crossed paths again in PWI during the 5th Era, and they wound up ending that era as PWI's last tag champions until the 6th Era. Following that, the two got split up again, and they really hadn't had too many major encounters since.

As a result, the rivalry was kind of forgotten until AEW got their hands on both of them for the first time this past summer during Lee's title reign. With Olson back in BWM Inc., he spoiled Lee's moment and stole his manager following a brutal victory which purportedly marked the end of Lee, for good!

But, Lee is done with people forgetting him, and he bounced back to take down his brother with the bloated ego! Costing Olson his own world title reign became the perfect vengeance for Lee en route to an incredible resurrection of the best damn story going on the AEW, in my book.

With another encounter up and coming, the people need to brace themselves for something special. I trust that Olson's recent push was not for naught, but neither was the return of Brandon Lee.

Could this be a momentary setback for Olson as Lee's last gasp? Possibly, and that is a worthy consideration for the audience to ponder, but I do believe that Lee will at least give Olson a run for his money one final time.

Both of these guys are too damn valuable for AEW to put them in the rearview, though. If anything, finding an opening months (or even years) down the line for them to reunite as a tag team to complete a trifecta in capturing tag titles in HCW, Mmouse Enterprises, and BWM Inc. would be something to see.

But, I am getting ahead of my self, truth be told. For now, I am going to relax, grab something to drink, and watch the magic unfold!





Dirt Sheet Review

The Hurricane and his ULW Title Exploits

By Fitz Riot

Ok, let's get this shit straight: Hurricane Helms is NOT the ULW Undisputed Champion, and neither is Seth Rollins, for that matter! Yes, the title is the piece of gold and metal, with a leather strap that USED to be recognized as the title in question, but that was all stripped away by decree with a stroke of Lenny Mouse's pen!

There seems to be some confusion here over the hoopla that Seth started the moment he selfishly left with something that didn't belong to him...at least not legally! Yet, that hasn't stopped Hurricane Helms from making a mockery of that title, its prestige (which was already defamed by Seth's decision to urinate on it shortly after jumping ship), and even the tournament designated to fill the vacancy.

Believe me, I am all for fun and games, but this has been truly disgraceful. As the rest of the world laughs their asses off tuning into WWE week in and week out, the board room in Cash Mouse Entertainment has been apoplectic about the desecration! There was even a brief contemplation of mutiny before Jacob Fatu caught wind of it and Lenny issued the necessary threats to quell the rebellion.

The board and Lenny were especially incensed when Helms announced a “48-man Tournament”, which is obviously meant to be a side-swipe at the 40-man Tournament in ULW. To be honest, there was some consternation about the ULW tournament precisely because of the anticipation of mockery, but the board ultimately decided to go ahead with the plans, because they didn’t want to wait until the Epic Royale in March!

For now, though, Helms is having the time of his life, and he is truly relevant for the first time ever. He needs to relish this, too, because the ratings are very good for his prospects. What will he do with this newfound momentum, though? I suspect that he will continue to relish the attention and laughter as a fake ULW champion in perpetuity until the time comes to retire, but what will come next after that? Is this his permanent fate?

With Seth, I fear that dropping the ULW title just relinquish a ton of potential that he had if had held on to the belt and proclaimed that it gave him greater prestige than the Rock, especially with it being directly connected to the WOW Undisputed Title’s legacy!

In the end, though, I have no pull in this industry. I am merely a lone voice of purported wisdom, offering my thoughts of expertise for how this business is supposed to work. One man’s squandered opportunity is another man’s open door to fame, and that’s ok too!

All in all, kudos to Helms for landing on something that has made him stand out as of late, let’s hope that this push continues, as it has been a breath of fresh air!





Historic Spotlight (Highlight of a Moment at this point in wrestling history)

November 8th, 2008: WOW Diplomatic Deficiency

The Forgotten WOW Super Event

By Johnny Quest

Six months after the mammothly-successful “From Dusk Til Dawn”, which kicked off the Fourth Era, EWA, UWA, and HCW started negotiating with the WOW to arrange another mid-point joint extravaganza. There was even talk about making this a regular thing every year, but things didn’t exactly pan out the way everyone envisioned.

Talks for this second WOW show of the era started in mid-September 2008, just three months into what was then a brand new era. HCW and EWA were trading wins, and UWA had yet to earn a second ratings victory after the blockbuster premiere called “The Second Coming”. So, it was clearly a surprise war between EWA and Brown’s HCW.

All three promotions saw this show as being a great way to showcase what the stories were across the board while spring-boarding into the Winter season. Moreover, there was an award show that has since been forgotten!

Yes, that's correct, the last WOW Awards before Starrcade 2024 wasn't the 2005 awards, but rather the 2008 WOW Awards showcased at "Diplomatic Deficiency"!

I know, I know. It's a forgettable name, one which was proposed by Mickey, and it was actually agreed upon by Brown and Benny.

Was it because they felt bad about kicking Mickey's ass in the ratings? No, it definitely was not that. Was it a result of Benny already developing dementia? Nah, it wasn't that bad yet. Rather, it was a lack of real devotion to any real theme for the show.

The card was tragically forgettable outside of the HCW, EWA, UWA, and WOW awards that were mysteriously presented just six months in to the brand new era.

There were a few major developments, though, and these developments have stood the test of time as the only real things remembered about the show:

Firstly, the challenge for a "respectable" rematch between Slammu and Splinter was proposed at this show, and it happened during the WOW award ceremony. We were also teased the first ever singles encounter between Dragonfly and Metalhead. Both of these bouts were slated for the second From Dusk Til Dawn (which was supposed to take place in the spring of 2009, but got postponed until that September due to the collapse of EWA and the rebirth of ECW).

The biggest moment, though, was something no one will ever forget, and it is connected with what remains the longest-running story of all time: the Mouse Saga!

You see, heading into this extravaganza, EWA started reaching out to UWA and HCW separately to negotiate trades for talent. The deal struck between UWA and EWA is lost to memory, because it obviously didn't make too much of a splash (though, I am sure that it somehow involved the Harlem Turtles being traded to EWA, where they picked up the tag titles for their first reign under the BWM Inc. banner), but the biggest deal – perhaps of the era – was a trade of Teo and Attitude to EWA in exchange for Rhyno heading to HCW.

EWA desperately did not want HCW to have a payoff of the Teo and Attitude, which had a history going back to immediately preceding the dawn of the Third Era and UWF. HCW had been delivering a show-stealing program building to what was supposed to be their first ever one on one encounter. BWM Inc. saw the potential massive ratings draw that this promised (in addition to being determined to finish this feud themselves, after they started it). So, they offered John Brown a deal he couldn't refuse: the return of Rhyno!

Rhyno was the pride and joy of HCW, and that was the case going all the way back to the Second Era with the dawn of the company under a new name in its rebirth breaking free from the tyrannical developmental grip it had been serving under as WWWF.

Rhyno had played a pivotal role in helping the Allegiance battle USWA in the War, and then he quickly rose to the top as the premier HCW Temporary contracted star in UWA during the Third Era, nabbing three UWA World Titles along the way!

Then, at the outset of the Fourth Era, in the immediate aftermath of “From Dusk Til Dawn”, EWA shockingly drafted Rhyno, and had since been subjecting him to humiliation in the early months of this brand new era.

John Brown had always been irritated with the way EWA was mocking Rhyno week in and week out. So, yes, he accepted the deal. What he didn’t realize, though, was how Benny would send Rhyno back to HCW!

In the build to Diplomatic Deficiency, a scandal had broke in EWA’s stories, seeing Benny unveiled to have been cheating on his wife Molly with the then-pregnant Jane Mouse (the only woman who will ever be able to stake claim to having lain with all four Mouse brothers, eck...)!

Meanwhile, Benny’s abuse of Rhyno had built up some tension between boss and employee, and Rhyno was set to confront Benny at the show.

Well, as a last-ditch effort to “bury” Rhyno before sending HCW their top-babyface, Benny dodged a Gore by Rhyno, causing Rhyno to smash right into Jane and cause a violent miscarriage!

Benny then promptly “fired” Rhyno for his actions, and that was all she wrote for Rhyno’s time with EWA in the Fourth Era.

Reportedly, behind the scenes, Brown was outraged that Benny had done this, as it obviously tainted the man who was supposed to positively represent his company going forward!

Here’s the thing: this twist actually MASSIVELY backfired on Benny and EWA in the end. As I noted before, EWA and HCW were in the midst of a ratings slugfest. While this moment set Brown back on one set of plans, what came next was a nightmare for Benny and his designs on conquering the business once and for all.

A few months prior, HCW had decided to capitalize on their acquisition of Scott Nash in the Draft by portraying him as an invader on behalf of Mickey, sent to resurrect the NWO and bring down HCW as retribution for turning their backs on Mickey. The acquisition of Rhyno paved the way for Rhyno to return to HCW, acting as if he was going to stand

beside Ted Brown in defense of the company, but instead, Rhyno capitalized on the heat he had obtained by causing a miscarriage as he betrayed HCW and joined Nash's side!

What followed then was pure ratings dominance by HCW throughout most of the rest of the era. This dominance only seemed to mellow out a little by the end of the spring when UWA finally found its footing. However, EWA never really recovered from the shock of HCW springing to the top.

If anything, you may well be able to draw a straight line from this fateful night to the demise of EWA, resurrection of ECW, and the ascension of what we call the "HCW Era" (the Fourth Era's nickname, but it also shares a name with the previous HCW Era which came about as HCW was left as the only company standing in 2005 through 2007).

Where would we be if it wasn't for the one and only "Diplomatic Deficiency"? The forgotten WOW extravaganza!

Diplomatic Deficiency



State of the World of Wrestling (WOW Event Review and/or Ratings Race Updates)

Is WIN a threat? Analyzing the latest vision of Industry Pioneer, Jeff Murrey

By Jim Ross

On January 1st, 2026, Jeff Murrey plans to launch what he calls the “Wrestling International Network”.

Reportedly, Murrey plans to include content from every wrestling promotion he has had his hands on throughout his long involvement in this industry!

On the surface, this appears to be yet another outward expression of Murrey’s delusions of grandeur complete with bravado and lofty promises. We don’t know how Murrey plans on retrieving content and records that were believed to be long lost to wrestling history, but this – I felt, at least – deserved to be acknowledged for what it is.

You see, Murrey has always had his suspicions about the World of Wrestling, even going back to the first WOW-sponsored event: “Epicenter of Mayhem”, in December 2003, followed by the inaugural WOW Awards that following week.

While Murrey was honored with a lifetime achievement award for helping bring the business to the mainstream in the early 1990s, Murrey used the opportunity during his acceptance speech to defiantly proclaim that he was launching what he truly believed would be the “Last Wrestling Federation”.

Murrey felt at the time that it was time for the industry to come to a conclusion, with him back on top of the world, and for the first nine weeks of its existence, it really felt like LWF was unstoppable, and that it would actually bring the industry to heel.

But, fate had other plans, and LWF closed shop by the end of that summer with Murrey scurrying over to UWA after LWF’s board ousted him in favor of Bischoff. At that point, aside from his brief partnership with Mickey in late-2004 and early-2005, launching the short-lived WWO, Murrey remained silent or even subordinate under Mickey in Mmouse Enterprises.

Of course, he did find himself back in the spotlight again, when the leadership chaos in Mmouse Enterprises forced the Board of Directors to ask Murrey to lead the company at the outset of the Sixth Era. Under his leadership, PWI gradually became a steady ship, but his leadership came to an abrupt end with Mickey’s hostile takeover complete and yet another unceremonious public firing.

From there, Murrey found himself in a prime position to take over AXW from Cross in early 2023, which paved the way for WWE’s birth.

Why do I bring all of this up? Well, it’s all relevant to what comes next. You see, Murrey has not been the biggest fan of WOW, nor of the industry website that the wrestling union produced.

He has regularly protested the very existence of WOW, and has been a constant thorn in the side of the WOW Administration with each WOW Week since he arrived.

Now, that isn’t to say that he doesn’t have legitimate gripes, but Murrey hasn’t just complained about WOW. Rather, he has repeatedly threatened an alternative to WOW, and the response from the Administration was always “whatever that means” as they shrugged and looked the other way.

You may remember that my last entry into this article was my covering the controversy over the “Available Talent List”. Well, who do you think kicked off WWE’s aversion to that list? Yep, you guessed it...the man of the hour.

So, what do we think now that Murrey has actually announced the formation of this new supposed counter-confederation to the WOW wrestling promotional union? For now, the WOW Administration is reportedly watching intently, but patiently. As of right now, this just appears to be a new undertaking wherein Murrey is attempting to bolster the image and prestige of the brand that he now represents once again.

In the long run, though, is it factual to call WIN a threat to WOW? Honestly, I don't think so, but we will see what he does next here.

All I can advise the audience to do going forward is to keep an eye open on this particular developing story, because it just may evolve into something which commands a sequel installment in this segment of the magazine. Let us wait and see!



The image is a magazine cover for 'ULW The Magazine'. It features a central circular frame composed of bright, flowing orange and yellow flames. The background is a deep blue space filled with numerous small, distant stars and several larger, more prominent starbursts that resemble fireworks or distant galaxies. The text 'ULW' is prominently displayed in the center in a large, bold, gold-colored serif font. Below it, the words 'The Magazine' are written in a smaller, white, serif font. The overall composition is dynamic and visually striking, combining elements of fire and space.

ULW

The Magazine