

= Unforgiven (2008) =

Unforgiven (2008) was a professional wrestling pay @-@ per @-@ view event produced by World Wrestling Entertainment (WWE) , which took place on September 7 , 2008 , at the Quicken Loans Arena in Cleveland , Ohio . It was the eleventh and final annual Unforgiven event , starring wrestlers from the Raw , SmackDown , and ECW brands .

Seven professional wrestling matches were scheduled on the event 's card , which featured a supercard , a scheduling of more than one main event . The three brands , Raw , SmackDown , and ECW , were all represented by their respective Championship Scramble match ? a 20 minute time limit bout , during which participants can become the temporary champion via pinfall or submission . The main event of the pay @-@ per @-@ view was the Championship Scramble from the Raw brand . It was originally scheduled to feature World Heavyweight Champion CM Punk defending his title ; he was replaced by Chris Jericho after Randy Orton attacked CM Punk . Jericho won the match and became World Heavyweight Champion . The Championship Scramble from the ECW brand featured ECW Champion Mark Henry defending , losing the match and title to Matt Hardy . The SmackDown brand 's Championship Scramble saw WWE Champion Triple H defeat the other competitors to retain his championship . Another featured match on the undercard was an unsanctioned match , or hardcore match , in which Shawn Michaels defeated Chris Jericho .

The event marked the first time the Championship Scramble format was used by WWE . The event had an attendance of 8 @, @ 707 . The event received 211 @, @ 000 pay @-@ per @-@ view buys , more than the previous year 's event . When the event was released on DVD , it reached a peak position of second on Billboard 's DVD sales chart .

= = Background = =

The event featured seven professional wrestling matches with outcomes predetermined by WWE script writers . The matches featured wrestlers portraying their characters in planned storylines that took place before , during and after the event . All wrestlers were from one of the WWE 's brands ? SmackDown , Raw , or ECW ? the three storyline divisions in which WWE assigned its employees . The event also marked the first time that the Championship Scramble format was used by the WWE .

Wrestlers from the Raw brand were featured in the main event at Unforgiven : a Championship Scramble match , a 20 minute time limit bout , during which participants enter at five @-@ minute intervals and can become the temporary champion via pinfall or submission . The match was contested for the World Heavyweight Championship , and was originally scheduled to be CM Punk defending the title against John " Bradshaw " Layfield (JBL) , Batista , Rey Mysterio , and Kane . During the event , however , Randy Orton attacked CM Punk and he was replaced in the match by Chris Jericho . The build up to the match began on the August 18 episode of Raw , when Raw General Manager Mike Adamle , who portrays an on screen authority figure , announced the match and its rules , stating that JBL , Batista , John Cena , Kane , and World Heavyweight Champion CM Punk would participate . The following week on Raw , Adamle announced that John Cena had been injured after his match against Batista at SummerSlam , and would be unable to compete in the Championship Scramble . Adamle then announced Rey Mysterio as Cena 's replacement . On the September 1 episode of Raw , a preview of the Championship Scramble match was featured , in which the five men fighting in the Championship Scramble competed in a traditional battle royal , which Kane won .

The other predominant match from the Raw brand was an unsanctioned match between Shawn Michaels and Chris Jericho . The build up to the match began at SummerSlam , when Michaels came to the ring to announce his storyline retirement . Jericho , however , interrupted the announcement and , in an attempt to punch Michaels , accidentally struck Michaels ' wife Rebecca . On the August 18 episode of Raw , Jericho stated that he had no remorse for what he did to Michaels wife , claiming that Michaels " had it coming " . The following week on Raw , Michaels announced he was not going to retire and asked Jericho for an unsanctioned match . Jericho agreed

to the match , and the following week on Raw there was a contract signing for the match . The signing ended with Jericho and Michaels attacking each other .

The predominant match from the SmackDown brand was a Championship Scramble for the WWE Championship , in which title holder Triple H faced Jeff Hardy , The Brian Kendrick , Shelton Benjamin , and Montel Vontavious Porter (MVP) . The build up to the match began on the August 22 episode of SmackDown ! , when General Manager Vickie Guerrero announced that SmackDown would have a Championship Scramble match and that the competitors would include WWE Champion Triple H and four men to be decided later in the night through a series of qualifying matches . The first qualifying match was a ten man battle royal , which saw The Big Show disrupt the match and throw all the competitors over the top rope . The Brian Kendrick , however , was saved by his bodyguard , Ezekiel Jackson , who caught Kendrick and put him back in the ring after the Big Show had eliminated all other competitors . Thus , Kendrick qualified for the Championship Scramble . The second qualifying match saw MVP defeat Festus by count out , qualifying for the match . The third qualifying match was Shelton Benjamin versus Finlay , which Benjamin won . The final qualifying match was Jeff Hardy versus The Great Khali , which Hardy won .

The predominant match from the ECW brand was a third Championship Scramble , in which Mark Henry defended against Matt Hardy , The Miz , Chavo Guerrero , and Finlay . The build up to the match began on the August 26 episode of ECW , when General Manager Theodore Long announced that the ECW Championship would be defended in a Championship Scramble and that there would be qualifying matches that night to determine who would participate . The first qualifying match saw Matt Hardy defeat John Morrison to qualify . The second match was The Miz versus Evan Bourne , which The Miz won . The third qualifying match saw Chavo Guerrero defeat Tommy Dreamer to qualify , and the fourth match was Finlay versus Mike Knox , which Finlay won . On the September 1 episode of Raw , there was a preview of the Championship Scramble , in which the five participants took part in a traditional battle royal . The winner was ECW Champion Mark Henry .

= = Event = =

Before the event began and aired live on pay @-@ per @-@ view , a dark match was featured in which Evan Bourne defeated John Morrison with a shooting star press .

= = = Preliminary matches = = =

Following the dark match , the pay @-@ per @-@ view event began with a Championship Scramble for the ECW Championship in which the champion , Mark Henry , defended against Matt Hardy , The Miz , Chavo Guerrero , and Finlay . In this type of match , competitors fight in a 20 minute time limit bout , during which participants can become the temporary champion by a pinfall or submission on any opponent . The match began with The Miz and Matt Hardy , who performed a variety of wrestling maneuvers including The Miz performing his signature move , a running knee lift and jumping neckbreaker , a combination called the " Reality Check " . After the first five minutes had passed , Chavo Guerrero came to the ring and quickly performed a body splash on Hardy and covered him for a pinfall , making him the interim champion . Guerrero continued with a variety of offensive maneuvers until Matt Hardy performed a wrist @-@ lock seated side slam , or " Side Effect " , on Guerrero and covered him for a pinfall , making him the temporary champion . After the next five minutes had passed , Mark Henry entered the ring . All three other men attacked him , but Henry overpowered them and performed a falling powerslam on Chavo Guerrero , covering him and scoring a pinfall to become the interim champion . After the next series of five minutes had passed , Finlay entered the ring . He attacked Henry and his storyline son Hornswoggle distracted Henry , allowing Finlay to strike him with a shillelagh , followed by a running over the shoulder back to belly piledriver , or " Celtic Cross " , on Hardy to become temporary champion . The match continued until Matt Hardy performed a front facelock cutter , or " Twist of Fate " , on The Miz . He covered The Miz and became the interim champion . Hardy continued to break up pinfall attempts until the end of the 20 minute time limit , at which time Matt Hardy , being the interim champion , won the ECW

Championship .

The following bout was a tag team match for the World Tag Team Championship , where the champions , Cody Rhodes and Ted DiBiase , defended their titles against Cryme Tyme , a tag team composed of Shad Gaspard and JTG . The match began with Cryme Tyme in control , and Shad threw JTG over the top rope onto Rhodes and DiBiase . Rhodes and DiBiase , however , isolated JTG in their corner and performed a number of offensive maneuvers on him . Rhodes attempted a moonsault onto JTG , but missed , allowing JTG to tag in Shad at the same time Rhodes tagged in DiBiase . Shad performed a back body drop on DiBiase , but while the referee was distracted , Rhodes performed a DDT on Shad . DiBiase attempted to cover Shad , but was forced to break the cover as Shad placed his foot on the bottom rope . JTG attempted an inside cradle pin on Rhodes , but Shad accidentally pushed DiBiase on Rhodes , reversing the pinfall attempt so that Rhodes scored the pin over JTG , retaining his and DiBiase 's title in the process .

The third contest was an unsanctioned match between Shawn Michaels and Chris Jericho . The match was contested under no disqualification and no count @-@ out rules , so both men utilized a number of weapons in their offense . Jericho and Michaels used weapons and objects such as folding tables , steel chairs , and fire extinguishers . The match also saw Lance Cade interfere on behalf of Jericho , but Michaels ultimately gained the advantage over both men , leading to him placing both men on an announcer 's table and diving onto them with his elbow cocked , sending them through the table . After returning Jericho to the ring , Michaels continued to attack Jericho . The referee ended the match when he determined that Jericho could no longer defend himself against Michaels , making Michaels the victor by referee stoppage .

= = = Main event matches = = =

The main event for the SmackDown brand was a Championship Scramble for the WWE Championship in which the champion , Triple H , defended against Jeff Hardy , The Brian Kendrick , Shelton Benjamin , and Montel Vontavious Porter . The match began with Jeff Hardy and Shelton Benjamin , with both men wrestling inconclusively until the first five @-@ minute interval had passed , and The Brian Kendrick entered the match . Soon after Kendrick 's entrance , Hardy performed a reverse powerbomb on him and covered him , scoring a pinfall and becoming the interim WWE Champion . Later , Kendrick performed The Kendrick on Hardy and covered him for a pinfall , becoming the temporary WWE Champion . Shortly after , the second five @-@ minute interval expired and MVP entered the match . All four men in the match continued to fight , with no pinfalls being scored until the third five @-@ minute interval expired , at which point Triple H entered the match . Soon after his entrance , performed a spinebuster , followed by a Pedigree on Kendrick , covering him to become the interim champion . Hardy returned to the ring and performed a Twist of Fate on MVP , covering him for a pinfall and becoming temporary champion . After disrupting Hardy 's attempt to perform a maneuver off the top turnbuckle , Triple H performed another Pedigree on Kendrick to become interim champion again . Shortly after , however , Hardy performed a Swanton Bomb on Kendrick and again became temporary champion after a cover . The match ended with Triple H performing a Pedigree on MVP and Hardy performing a Swanton Bomb on Benjamin ; however , Triple H covered MVP faster and scored the pinfall with one second remaining on the clock . The time limit expired and Triple H retained the WWE Championship .

Following this , a backstage segment took place in which CM Punk was being interviewed regarding his title defense in the Championship Scramble later in the evening . The interview was interrupted by Randy Orton , and as he spoke with Punk , Cody Rhodes , Ted DiBiase , and Manu attacked CM Punk , as well as Kofi Kingston who tried to help Punk . After they had attacked both Punk and Kingston , Orton made use of this opportunity to perform a running punt on Punk .

The fifth contest was a standard match in which WWE Divas Champion Michelle McCool defended her title against Maryse . Maryse began the match attacking McCool 's knee , but McCool soon countered by grabbing Maryse 's foot and twisting it , a submission hold called a heel hook . Maryse , however , reached the ropes and caused McCool to break the hold . Later in the match , McCool performed a lifting double underhook facebuster , a move called the " Wings of Love " , and covered

Maryse to retain her championship .

Following the match , an in ring segment took place in which The Big Show , entered the ring and asked the crowd whether they thought he should have been in the Championship Scramble for the WWE Championship . SmackDown General Manager Vickie Guerrero , who portrays an on @-@ screen authority figure for the SmackDown brand , then came to the ring and proceeded to insult the Big Show , and demanded that he leave the ring . Druids then came to the ring bringing a casket , and The Undertaker appeared on the TitanTron , telling Guerrero to either get in the casket herself or he would put her in it . Guerrero refused to enter the casket voluntarily , so The Undertaker began to come to ringside . The Big Show held back Guerrero as The Undertaker came to the ring . Once he was in the ring , The Undertaker began to choke Guerrero , but the Big Show turned heel , becoming a villainous character , by striking The Undertaker and freeing Guerrero . He proceeded to attack The Undertaker , and restrained him to allow Guerrero to slap him and spit in his face .

The main event from the Raw brand was a Championship Scramble for the World Heavyweight Championship . The event was originally scheduled to be World Heavyweight Champion CM Punk defending against John " Bradshaw " Layfield , Batista , Rey Mysterio , and Kane . However , due to the attack on CM Punk earlier in the night , CM Punk was unable to compete and was replaced by Chris Jericho (this information was not revealed until the final five minutes of the match , at which point Chris Jericho entered in place of CM Punk) . Batista and JBL began the match , performing a variety of offensive maneuvers until the first five @-@ minute interval had passed , and Kane entered the match . Later , JBL attempted to strike Kane with his forearm , a move JBL calls a " Clothesline from Hell " , but was caught by Kane . Kane then lifted JBL by the throat and slammed him to the mat , called a chokeslam , and covered him for a pinfall , becoming the interim champion . Soon after , the second five @-@ minute interval expired and Rey Mysterio entered the match . The match continued for several minutes , until the final five @-@ minute interval expired and Jericho entered the match as a replacement for CM Punk , shocking everyone . Soon after Jericho 's entrance , Batista performed a spinebuster on Kane , covering him for a pinfall and becoming temporary champion . Batista was left as the only man standing until Jericho returned to the ring and covered the already downed Kane , scoring a pinfall and becoming interim champion . The time limit expired soon after , and Jericho won the World Heavyweight Championship .

= = Aftermath = =

On the September 8 episode of Raw , it was announced that CM Punk would challenge Chris Jericho in an attempt to win back the World Heavyweight Championship , with the two fighting in a steel cage match the following week . On the following week 's Raw , Chris Jericho escaped the cage before Punk , and thus retained his championship . Later that night , General Manager Mike Adamle announced that Batista would face JBL in a number one contender 's match at No Mercy . Following this announcement , Shawn Michaels announced that he would be facing Chris Jericho in a ladder match at No Mercy . Two weeks later on the September 29 episode of Raw , Chris Jericho and Lance Cade faced a reunited D @-@ Generation X (Shawn Michaels and Triple H) in a tag team match , which D @-@ Generation X won via disqualification . At No Mercy , Batista defeated JBL to become number one contender for the World Heavyweight Championship , and Chris Jericho defeated Shawn Michaels to retain the World Heavyweight Championship .

On the September 12 episode of SmackDown , a standard wrestling match involving four wrestlers was held between Jeff Hardy , The Brian Kendrick , Shelton Benjamin , and MVP , with the stipulation that the winner would go on to face Triple H at No Mercy for the WWE Championship . Jeff Hardy won the match and earned a title match at No Mercy . At No Mercy , Triple H defeated Hardy to retain his championship .

On the September 16 episode of ECW , it was announced that Matt Hardy would defend the ECW Championship against Mark Henry at No Mercy . At No Mercy , Hardy defeated Henry to retain his championship .

Almost two and a half years later at Royal Rumble 2011 CM Punk prevented Randy Orton from winning the WWE Championship from The Miz . Eventually Punk revealed that he did this to get

revenge on Orton for costing him the championship at Unforgiven in 2008 .

= = = Reception = = =

Despite the event 's promotional build @-@ up , only a reported 6 @,@ 000 tickets were initially sold for an arena that holds 20 @,@ 000 people . To fill the arena , local radio stations gave away tickets to the show . The event had a final attendance of 8 @,@ 707 . Canadian Online Explorer 's professional wrestling section rated the entire event a 7 out of 10 stars . The rating was higher than the Unforgiven event in 2007 , which was rated a 5 @.@ 5 out of 10 stars . The Championship Scramble main event match from the Raw brand was rated a 6 @.@ 5 out of 10 stars , while the SmackDown brand 's main event , a Championship Scramble for the WWE Championship , was rated an 8 out of 10 stars . The Sun gave a positive review of the event , praising the Jericho / HBK Match and Jericho 's World Championship victory . Furthermore , the continuation of the Hardy / Triple H feud was similarly praised . The event was released on DVD on October 7 , 2008 by Sony Music Entertainment . The DVD reached second on Billboard 's DVD Sales Chart for recreational sports during the week of November 1 , 2008 , although it fell off the chart thereafter .

= = Results = =

ECW Championship Scramble Interim Champions
WWE Championship Scramble Interim Champions
World Heavyweight Championship Scramble Interim Champions