

= SummerSlam ( 2007 ) =

SummerSlam ( 2007 ) was the twentieth annual SummerSlam professional wrestling pay @-@ per @-@ view event produced by World Wrestling Entertainment ( WWE ) . It was presented by THQ 's Stuntman Ignition . It took place on August 26 , 2007 , at the Continental Airlines Arena in East Rutherford , New Jersey and featured talent from each of WWE 's three brands : Raw , SmackDown , and ECW . Tickets for SummerSlam went on sale December 30 and sold out in forty minutes .

The main feud , a staged rivalry between wrestlers , heading into the event from the Raw brand was between John Cena and Randy Orton . On the July 23 episode of Raw , Jonathan Coachman announced Orton as the number one contender to the WWE Championship . Over the proceeding weeks , Orton provoked Cena by interfering and attacking him during his matches . From SmackDown , the predominant feud was between The Great Khali and Batista . After Khali defeated Batista and Kane in a Triple Threat match , a match between three wrestlers contested under standard rules , Theodore Long booked Khali to defend the World Heavyweight Championship against Batista at SummerSlam . The primary feud from ECW was between John Morrison and CM Punk . By defeating Morrison in a 15 Minutes of Fame match , Punk became the number one contender to the ECW Championship at SummerSlam .

Several of the existing feuds carried on after the event . Notably , CM Punk continued to face John Morrison , defeating him for the ECW Championship the following month on ECW on Sci Fi . The day after SummerSlam , Orton , as part of the scripted events , interfered in a match between Cena and King Booker and intensified the feud by attacking Cena 's father . Khali and Batista faced each other at Unforgiven , the following pay @-@ per @-@ view , as part of a Triple Threat match ; Batista was victorious in this match and won the World Heavyweight Championship .

= = Background = =

World Wrestling Entertainment had originally planned a storyline between the cast of the Jackass TV series and Umaga , with the conclusion in a match at SummerSlam . It was scheduled to begin at the previous pay @-@ per @-@ view event , The Great American Bash , but was canceled after the Jackass cast dropped out due to the negative media attention surrounding the Chris Benoit double murder and suicide .

The main staged rivalry heading into SummerSlam on the Raw brand was between John Cena and Randy Orton over the WWE Championship . At The Great American Bash , Cena defeated Bobby Lashley to retain the WWE Championship . The next night on Raw , one of three main television programs of WWE ( along with WWE SmackDown and ECW on Sci Fi ) , after a Handicap match involving Cena , Orton came out and executed an RKO on Cena . Shortly thereafter , Executive Assistant Jonathan Coachman announced Orton as the new number @-@ one contender to the WWE Championship . Before that , Orton claimed that he had never faced Cena in a one @-@ on @-@ one WWE Championship match . On the July 30 episode of Raw , Carlito defeated Cena in a non @-@ title match after Orton interfered and distracted Cena . Three weeks later , on the August 18 episode of Saturday Night 's Main Event , Cena faced off against Carlito in another non @-@ title match , which Cena won . After the match , Orton came out and attacked Cena , which led to a RKO from Orton through a steel chair .

The main storyline on the SmackDown brand was between The Great Khali and Batista over the World Heavyweight Championship . On the July 6 episode of SmackDown , Khali issued an open challenge for a match at The Great American Bash , which was accepted by Batista later that night . On SmackDown the following week , the match between Khali and Batista was made official after a contract signing . That same night , then @-@ World Heavyweight Champion Edge , who was scheduled to face Kane for the title at The Great American Bash , suffered a real injury ? a left pectoral muscle tear ? after Kane interrupted his Mardi Gras style celebration . On the July 20 episode of SmackDown , Edge was forced to vacate the World Heavyweight Championship due to the severity of his injury . He later commented-

I ? m still the rightful champion . My pectoral muscle is hanging on by a single fiber ; literally

hanging from the bone . Theodore Long comes out and strips me of what I ? ve worked for my entire career ? from childhood until now . My mood is obviously not great right now . I ? m disgusted .

I go out there and put my body through hell . I ? ve broken my neck , dislocated my shoulder twice , torn my other pec , my elbows are mush , I have two protruding discs in my lower back . I even got bit by a brown recluse spider that turned into a flesh @-@ eating disease ? the list goes on . I still go out there and prove that I am the best .

Why do I still do this ? Not for them . I do it for my pride . I don 't give a rat 's ass what the fans think . I never have . That 's not how I operate . I know that fans will be happy with this , and that pisses me off . I 've come to the realization that our fans never will appreciate me . But they had to live with me as their champion , and when I return and become a four @-@ time World Champion , they 'll have to deal with me again .

SmackDown General Manager Theodore Long then announced that there would be a 20 @-@ man Battle Royal later that night to determine a new World Heavyweight Champion . Khali won the Battle Royal and became the new World Heavyweight Champion by last eliminating Kane and Batista . Khali defeated the two and retained the title at The Great American Bash . Five days later on SmackDown , Batista interrupted Khali 's celebration and challenged him to a match at SummerSlam . The next week , on the August 3 episode of SmackDown , Long announced that Khali would defend his title against Batista at SummerSlam .

Another main rivalry on the Raw brand heading into SummerSlam was between the returning Triple H against King Booker . At New Year 's Revolution , during a World Tag Team Championship match between Rated @-@ RKO ( Edge and Randy Orton ) and D @-@ Generation X ( Shawn Michaels and Triple H ) , Triple H suffered a legitimate torn right quadriceps during the match that left him out of action . On July 16 , Booker T , who is referred as King Booker after winning the 2006 King of the Ring tournament started using Triple H 's entrance music " King of Kings " . King Booker declared that neither Triple H nor Jerry Lawler could be known as " The King " . On August 6 episode of Raw , King Booker defeated Lawler in a match where the loser had to crown the winner the next week . When the time came , Lawler refused , declaring that Triple H was still a king and announcing that King Booker would face Triple H at SummerSlam . Booker then attacked Lawler , throwing him into the ring post and hitting him with a TV monitor .

The predominant staged rivalry from the ECW brand was between John Morrison and CM Punk over the ECW Championship . Morrison won the title at Vengeance : Night of Champions , the pay @-@ per @-@ view two months before SummerSlam by defeating CM Punk . At the following pay @-@ per @-@ view , The Great American Bash , Morrison defeated Punk to retain the ECW Championship . On the July 31 episode of ECW on Sci Fi , Punk defeated Tommy Dreamer and Elijah Burke in a Triple threat match to earn a 15 Minutes of Fame match with Morrison . The following week , on ECW on Sci Fi , Punk defeated Morrison by pinfall after executing a GTS ( Go To Sleep ) . As a result of this victory , Punk earned himself a championship match against Morrison at SummerSlam .

One of the primary preliminary matches was a standard one @-@ on @-@ one match between Rey Mysterio and Chavo Guerrero . Their storyline first began in July 2006 at The Great American Bash . Guerrero interfered in Mysterio 's World Heavyweight Championship match with King Booker by hitting Mysterio with a steel chair . Guerrero defeated Mysterio the following month at SummerSlam 2006 , winning the match after performing a frog splash At No Mercy , the pay @-@ per @-@ view two months after SummerSlam , Mysterio defeated Guerrero in a Falls Count Anywhere match , pinning him after performing a crossbody off a guard rail . Two weeks later , Guerrero defeated Mysterio in an " I Quit " match forcing him to quit after hitting his left knee repeatedly with a steel chair . During the match , Mysterio suffered a real injury ? an ACL and patella tendon tear in his left knee . Ten months later , on the August 3 episode of SmackDown ! , a match between Mysterio and Guerrero was booked for SummerSlam .

= = Event = =

Before the event went live on pay @-@ per @-@ view , World Tag Team Champions Lance Cade

and Trevor Murdoch defeated Paul London and Brian Kendrick in a dark match .

= = = Preliminary matches = = =

The first match that aired was between Kane and Finlay . Kane controlled the opening minutes of the match , performing a variety of moves including a scoop slam and a big boot . After some back and forth action , Finlay was able to hit Kane with a shillelagh in the ribs . Kane kicked out of the pin attempt and executed a chokeslam , pinning him afterwards for the win .

Next was a Triple Threat match for the WWE Intercontinental Championship that involved Umaga , Carlito , and Mr. Kennedy . Kennedy attempted to form an alliance with Carlito in the beginning , but Umaga quickly turned the match in his favor . Kennedy and Carlito soon gained the upper hand after Carlito dropkicked Umaga to the outside . Shortly thereafter , Carlito turned on Kennedy and attempted to pin him with a roll @-@ up . After a back and forth match between the three , Umaga regained control and performed a Samoan Spike on Kennedy , which led to Umaga pinning Kennedy for the win and successfully retaining the WWE Intercontinental Championship .

The third match was Rey Mysterio versus Chavo Guerrero , which was Mysterio 's first match since Guerrero injured his knee in October 2006 . Mysterio gained the early advantage when he was able to perform an arm drag and a plancha on Guerrero . Mysterio then performed a low dropkick to Guerrero 's left knee , followed by a diving hurricanrana . Towards the end of the match , Guerrero was able to perform a Gory Bomb on Mysterio after Mysterio had missed a crossbody . Mysterio kicked out of the pin attempt and performed a 619 followed by a springboard splash for the pinfall victory .

Next was an Interpromotional Divas Battle Royal involving Beth Phoenix , Melina , Mickie James , Jillian Hall , and Maria from Raw , Michelle McCool , Torrie Wilson , Kristal Marshall , and Victoria from SmackDown , and Kelly Kelly , Layla , and Brooke from ECW . Shortly after the match began , Phoenix threw Brooke over the top rope . Soon after , Hall eliminated Maria and Layla was thrown out by Melina . Kristal then eliminated Victoria , but was then thrown over the ropes by James and accidentally knocked off the apron by McCool . Shortly after , Phoenix and Hall eliminated Kelly , and Hall and James began pulling each other over the ropes . Wilson threw Hall out to the floor whilst Melina knocked James off the apron . McCool and Wilson then worked together to eliminate Melina . The two continued their alliance , but Phoenix was able to get the upper hand , first eliminating Wilson , followed by throwing McCool over the ropes to win the match and a future WWE Women 's Championship match .

Shortly after the match ended , WWE United States Champion Montel Vontavious Porter ( MVP ) came to the ring and challenged Matt Hardy to a beer drinking contest . Hardy declined and named a replacement , Stone Cold Steve Austin . Austin came out and mocked MVP by doing several warm @-@ up exercises similar to those MVP does before a match . As the contest was set to start , Austin delivered a Stone Cold Stunner to MVP and left the ring .

Next on the card was John Morrison versus CM Punk for the ECW Championship . Punk gained early control when he was able to perform a scoop slam as well as a springboard dropkick ; however , Morrison was able to counter a shoulder block attempt into a neckbreaker on the ring apron . After Morrison controlled the match for several minutes , Punk was able to put the match back in his favor after performing a diving crossbody followed by an enzuigiri . Morrison , however , countered a Frankensteiner attempt into a pin @-@ cover while using the ropes for leverage . He got the win , thus retaining the ECW Championship .

= = = Main event matches = = =

The sixth match of the event was between the returning Triple H and King Booker , who was accompanied by Queen Sharmell . Triple H gained the early advantage as the match began ; however , Booker was able to gain control after performing a low dropkick . Triple H regained control after countering Booker and performing a variety of moves , which included a corner clothesline and a spinebuster . Booker put the match back in his favor after reversing a clothesline attempt into a

Book End , which was followed by a sidewalk slam . After Booker missed a diving somersault leg drop , Triple H was able to recover and perform a Pedigree . Triple H pinned Booker afterwards to gain the victory .

The World Heavyweight Championship match between champion The Great Khali and challenger Batista was next . Khali controlled most of the match and performed a variety of moves , which included a brain chop , a big boot , and multiple clotheslines . Batista won the match after Khali intentionally disqualified himself by hitting him with a steel chair . Since a championship cannot change hands via countout or disqualification , Khali retained the title .

Next was the main event , which saw John Cena defend the WWE Championship against Randy Orton . After back and forth action in the opening minutes , Orton gained the advantage over Cena after Cena missed a flying shoulder block attempt . Orton followed up by applying a reverse chinlock and attacking Cena 's leg . After Orton controlled the match for several minutes , Cena gained the advantage and performed various maneuvers , which included a twisting belly to belly side slam and the Five Knuckle Shuffle ; Orton , however , was able to counter an FU attempt into an inverted headlock backbreaker . Cena countered a running punt attempt into the STFU submission hold . Orton , however , got to the bottom rope , and performed an RKO . Cena kicked out of the pin attempt and performed an FU for the pinfall victory , thus retaining the WWE Championship .

= = Aftermath = =

During the event , John Cena provoked his feud with Randy Orton . On the August 27 episode of Raw , Cena faced King Booker in a non @-@ title match . When Cena appeared close to winning , Randy Orton interfered and attacked him , causing Booker to lose by disqualification . After the match ended , Orton attacked Cena 's father , who was sitting at ringside , and kicked him in the head . The two faced each other in a rematch at Unforgiven for the WWE Championship . Cena was disqualified in the match for continuously punching Orton . Orton won the match but not the title . Afterwards , Cena 's father kicked Orton in the head , in the same way Orton had kicked his one @-@ month prior .

On the August 31 episode of SmackDown , Rey Mysterio , Finlay , Kane , and Batista participated in a four @-@ man Championship Competition tournament . Mysterio defeated Batista and Finlay and became the number @-@ one contender for the World Heavyweight Championship at Unforgiven . On the September 7 episode of SmackDown , Mysterio defeated Chavo Guerrero in an " I Quit " match . After the match , The Great Khali attacked Mysterio until Batista came out and executed a spear on Khali . Batista was then included in the one @-@ on @-@ one title match at Unforgiven , making it a Triple Threat match . At the event , Batista won the championship for a third time .

The feud between Matt Hardy and Montel Vontavious Porter ( MVP ) continued when they were forced to team up against Deuce ' n Domino on the August 31 episode of SmackDown . They won the match and the WWE Tag Team Championship . The following month at Unforgiven , MVP and Hardy defeated Deuce ' n Domino to retain the WWE Tag Team Championship . That October , at No Mercy , Hardy defeated MVP in a pizza @-@ eating contest . On the November 16 episode of SmackDown , MVP and Hardy lost the WWE Tag Team Championship to the team of The Miz and John Morrison .

Umaga lost the WWE Intercontinental Championship to Jeff Hardy on the September 3 episode of Raw . Afterwards , Umaga started a feud with Triple H and faced off against him in a Street Fight two months later at Cyber Sunday . At Unforgiven , Candice Michelle defeated Beth Phoenix to retain the WWE Women 's Championship . Phoenix , however , later defeated Candice at No Mercy to win the title . On the September 4 episode of ECW on Sci Fi , CM Punk defeated John Morrison to win the ECW Championship . At Cyber Sunday , Punk retained the title by defeating The Miz . The following month , at Survivor Series , Punk defeated Morrison and The Miz in a Triple Threat match to retain the ECW Championship .

= = = Reception = = =

The event grossed over US \$ 1 million in ticket sales from an attendance of 17 @, @ 441 out of a 17 @, @ 040 maximum capacity building . Due to the production of the event , however , the capacity of the arena was set at a lower standard , and as a result the arena reached its maximum capacity . This was confirmed by the ticket sales and by WWE 's official website on August 28 , 2007 . According to a press release by WWE in late @-@ 2007 , the event received 537 @, @ 000 buys , which was higher than the previous year 's SummerSlam buys of 529 @, @ 000 . The buys from SummerSlam helped the promotion 's revenue , which was \$ 18 @. @ 8 million , a sum lower than the prior year of \$ 19 @. @ 7 million . Canadian Online Explorer and its professional wrestling section rated the entire event a 6 @. @ 5 out of 10 . The rating was higher than the previous year 's SummerSlam rating , a 5 @. @ 5 out of 10 . The main event from the Raw brand was rated a 7 @. @ 5 out of 10 ; while the main event from the SmackDown brand was rated a 1 out of 10 . The event had 537 @, @ 000 buys , up slightly on the SummerSlam 2006 figure of 529 @, @ 000 buys .

The event was released on DVD on September 25 , 2007 . The DVD was distributed by the label , Genius Products . The DVD reached a peak position of first on Billboard 's Weekly Video Sales chart for the week of October 27 , 2007 . The DVD remained on the charts for twelve consecutive weeks ; though , after the week of October 27 , 2007 , the DVD ranked lower . During its final week on the chart , January 18 , 2008 , it ranked 19th . The DVD also received reviews from customers , as the average customer rating from Amazon.com was a 3 @. @ 5 out of 5 . The average customer rating however , from CD Universe was a 5 out of 5 stars .

= = Results = =