

## ON COURT

- NBA Playoffs 2008
- NBA All-Star 2008
- NBA main trades

## OFF COURT

- NBA Europe Live presented by EA SPORTS™
- A new licensee on board: Polygram Collections
- NBA 08 by Sony Computer Entertainment
- NBA Ballers: The Chosen One by Midway
- Champion basketball Central in Milan
- The new Lakers' craze in Spain
- adidas NBA campaign in Dubai



### NBA Playoffs 2008:

Following an extraordinary season that saw incredible games, blockbuster trades and the emergence of teams such as the Boston Celtics and the New Orleans Hornets, the 2008 NBA Playoffs will not disappoint as the top 16 teams battle it out over two dramatic months. The hard work, commitment and excitement of the best basketball players in the world has helped produce one of the tightest finales to an NBA season in recent memory.

## ON-COURT

### NBA Playoffs 2008



*Pau Gasol & Kobe Bryant – LA Lakers*



*The Big Three – Boston Celtics*



**Where amazing happens.**

With only seven games separating the eight teams in the Western Conference, each game takes on renewed importance as teams vie for the final Playoff spots. Between the resurgent L.A. Lakers, the surprising New Orleans Hornets and the ever-present Phoenix Suns and San Antonio Spurs, the Western Conference has never looked stronger.

In the Eastern Conference, the favoured Boston Celtics will look to add to an already impressive trophy cabinet. The Celtics, who began the season with training camp in Rome and London as part of the NBA Europe Live Tour 2007, have secured home court advantage throughout the Playoffs thanks to a league-best 60+ win tally. In pursuit of Boston's Kevin Garnett, Ray Allen and Paul Pierce are the youthful Cleveland Cavaliers, led by the 2008 NBA All-Star Game MVP LeBron James. Other Eastern Conference contenders include the 2004 NBA Champions Detroit Pistons and Orlando Magic, who are hoping to reward their fans with a long run into the Playoffs.

During the 2008 Playoffs, the NBA will unveil its first Euro-specific marketing campaign, 'Where Amazing Happens', which is an extension of the successful U.S.-based program. The campaign, which features prominent NBA stars including Dirk Nowitzki, Tony Parker and Mehmet Okur among others, displays the scope and breadth of the "World's Most Dynamic Game". The 30-second, local-language spots will debut in France, Germany, Italy, Spain, Turkey and the UK during NBA broadcasts.

NBA fans in Europe will have the opportunity to connect with the game in more ways than ever. The league's 75 European broadcasters will air live game action and programming in 46 countries, in 31 languages throughout the Playoffs. NBA.com, which receives 60-percent of its traffic from fans outside of North America, will provide exclusive Playoff coverage including comprehensive video highlights, player blogs and extensive photo galleries. In addition, the NBA's merchandising business in the EMEA region has doubled in the last five years to include over 55 licensed partners distributing NBA products to more than 15,000 retail locations. International sales account for more than 25-percent of the league's overall global merchandise business.



## NBA All-Star 2008:

NBA All-Star 2008 took place in New Orleans (Louisiana) February 15-17.

The first-ever NBA All-Star held in the city, the event showcased the NBA players' passion for the game, engagement with fans, commitment to community and respect for the history and tradition of the game.

### Sunday: NBA All-Star Game



*LeBron James, MVP of the NBA All-Star Game 2008*

The Eastern Conference defeated the Western Conference 134-128 in the New Orleans Arena in what proved to be one of the most competitive games in recent years.

LeBron James of the Cleveland Cavaliers earned MVP honors and nearly missed a triple-double, finishing with 27 points, handing out 9 assists, grabbing 8 rebounds, blocking 2 shots and making 2 steals.

With this victory, the East took revenge on the Western Conference for last year's loss. The Eastern Conference All-Stars lead the all-time series 35-22.

### Saturday: NBA All-Star Saturday Night presented by EA SPORTS™

#### Sprite Slam Dunk

The Orlando Magic's Dwight Howard dominated both rounds of the competition, scoring 50's on both of his first round dunks and receiving 78 percent of the fans' votes in the finals. For the first time, fans from all over the world were able to vote for the winner via their mobile telephones.

On his first dunk of the night, Howard tossed the ball to himself off the back of the backboard, caught it, and threw it down with his left hand while his head was still on the other side of the glass. Then came the Superman dunk; a showcase of Howard's playful personality. But while Howard was clearly the star of this night, each of the other dunkers also provided some theatrics of their own.



*All-Star Saturday Dwight*

#### Foot Locker Three Point Shootout

Toronto Raptors guard Jason Kapono defended his title in this year's Foot Locker Three-Point Shootout with 25 points, tying the all-time record set in 1986 by Mark Price.

#### PlayStation Skills Challenge

After advancing to the final round, Deron Williams of the Utah Jazz put together a flawless performance - no missed shots, every pass through the hoops - and set a record time for the final round at NBA All-Star Saturday Night beating off local star Chris Paul in the final.

#### Haier Shooting Stars

Team San Antonio - Becky Hammon, Tim Duncan and David Robinson - won the 2008 Haier Shooting Stars, spurred on by a half-court shot by Tim Duncan. Who said he didn't have range on his shot?

### Friday: T-Mobile Rookie Challenge



Cleveland Cavaliers guard Daniel Gibson, drained a record 11 3-pointers in 20 attempts and scored 33 points as the Sophomores again defeated the Rookies, 136-109, for their sixth straight victory in the 2008 T-Mobile Rookie Challenge & Youth Jam.

## NBA main trades



*Pau Gasol – Los Angeles Lakers*

### **Pau Gasol – Los Angeles Lakers**

Feb. 1: The Los Angeles Lakers acquired forward Pau Gasol in a trade with the Memphis Grizzlies.

“Pau is a proven player of all-star caliber in this league who can score and rebound and he’s still a young player. We feel this move strengthens our team in the short term as well as the long term” said General Manager Mitch Kupchak.



*Shaquille O'Neal – Phoenix Suns*

### **Shaquille O'Neal – Phoenix Suns**

Feb. 6: The Phoenix Suns acquired four-time NBA Champion Shaquille O'Neal from the Miami Heat in exchange for forward Shawn Marion and guard Marcus Banks.

“We’re thrilled to add a player and person of Shaquille’s quality to our roster,” General Manager Steve Kerr said.



*Jason Kidd – Dallas Mavericks*

### **Jason Kidd – Dallas Mavericks**

Feb. 20: Former New Jersey Nets, Jason Kidd returns to the Mavericks with the singular focus that drove the latest trade to shake the NBA. It’s all about a title.

“It’s not guaranteed, but you want to play for it. When you take the floor with the Mavericks, you’re on that path to win a championship” he said.

## OFF-COURT

### October 2008 - NBA Europe Live presented by EA SPORTS™



For the third consecutive year, the NBA and Euroleague Basketball are proud to announce 2008 NBA Europe Live presented by EA SPORTS™.



The Miami Heat, New Jersey Nets, New Orleans Hornets and Washington Wizards will play preseason games in Barcelona, Berlin, London and Paris in October.

Following NBA Europe Live 2008, NBA teams will have played 48 games in 18 different cities in Europe over the past two decades. Last year's seven NBA Europe Live games drew more than 10.3 million viewers, 75,000 spectators, and were supported by 23 marketing partners.

NBA Europe Live 2008 will include the 2006 NBA champion Heat taking on the Nets at the Palais Omnisports de Paris Bercy in Paris on Oct. 9. The teams will then travel to London for their second contest on Oct.12 at The O2 Arena.

The O2 World in Berlin, Germany will host the match up between the Hornets and the Wizards on Oct. 14. The arena will open this fall and mirrors the groundbreaking O2 Arena in London. Following the game in Berlin, the two teams will play the final game on the tour in Barcelona on Oct. 17 at the Palau Sant Jordi.

### NBA Europe Live Games

TEAMS	DATE	CITY	ARENA
Miami Heat vs. New Jersey Nets	Oct. 9	Paris	Palais Omnisports Paris Bercy
Miami Heat vs. New Jersey Nets	Oct. 12	London	The O <sub>2</sub>
Washington Wizards vs. New Orleans Hornets	Oct. 14	Berlin	The O <sub>2</sub> World
Washington Wizards vs. New Orleans Hornets	Oct. 17	Barcelona	Palau Sant Jordi

## ***A new licensee on board - Polygram Collections: Encyclopaedic NBA collection sold in kiosk.***

Polygram Collections, part of Universal Music France, recently signed a licensing deal with NBA Europe in order to develop an Encyclopedic NBA collection.

As part of this new license, and after a test period, Polygram Collections will provide 60 bi-monthly issues, featuring a short 16-page fascicule and a collector NBA mini plastic ball. NBA fans will be able to get even more information about the NBA, NBA teams, NBA current and retired players and of course NBA events.

This Polygram-NBA collection will be available in France, in the next few months, mainly in kiosks but also through subscriptions, mail-order and door-to-door sales and via the internet.

## ***Sony NBA 08: nothing puts you in the league like NBA 08***



Hit the court with the real stars and teams of the league! Thanks to an improved player A.I. and team game play elements, the gamers will be in a position to identify all the moves, tactics and tricks of the professional game.

With NBA 08, the fans will test their skills in a range of great single and multiplayer mini-games as well, including Own the Court and Shoot Out. They will also be able to create a character and go behind the scenes in a unique mode, experiencing the life of an NBA professional, and balancing interaction with coaches, teammates and rivals.

The game is available on PS2 & PS3 all over Europe.

## ***Midway NBA Ballers: The Chosen One***



Midway is back on the hardwood with NBA Ballers: The Chosen One.

With this fantasy lifestyle game, the gamers' performance both on and off the court determines the evolution of their career as both player and superstar in life!

New super move controls, act-a-fool combos and street swagger upgrades make the game even more exciting. No matter, if the fans are playing alone, with their friends or online, NBA Ballers: The Chosen One offers numerous ways to take to the court.

The game will be available exclusively on XBOX 360 from April 2008 all over Europe.

## **Champion: Basketball Central opened in Milan!**



Champion Europe opened last December a flagship store "Basketball Central". The store is located in a central high-traffic area of Milan, which is both a capital of basketball and fashion. Basketball Central is the first of a series of concept stores that Champion Europe intends to operate in various parts of the continent, if the format works out well.

A second store is planned in Bologna for next spring, and other locations may be evaluated in Italy, Spain, Greece and other countries. Located on Largo Argentina, in a building that once housed a cinema and a theater, the Basketball Central store in Milan has 700 square meters of retail space. Its store windows promote both the Champion and NBA brands. An NBA corner of 250 sqm showcases the entire range of on-court NBA replica clothing alongside Champion NBA off-court apparel.

## **Pau Gasol & The Los Angeles Lakers: a new craziness in Spain!**



On February, Pau Gasol, one of the most famous Spanish sportsmen, decided to join the legendary Los Angeles Lakers. This trade generated an enthusiastic reception in Spain where NBA fans are numerous. Not only Pau Gasol became part of the most supported NBA teams but also he is from now on playing next to NBA star Kobe Bryant.

Gasol is already regarded as an established all-star caliber player and presents the potential for a 4 headed offensive monster for the Lakers. His promising debut has been followed by a host of Spanish NBA fans who should be able to see Pau on the hardwood during the coming Playoffs. As a result, the player's precious new jersey is wanted all over the country. As the gold wave is about to flood the Spanish market, the Los Angeles Lakers have never seemed so close to its origins.

## **Together we are basketball: adidas NBA campaign in Dubai!**



Last October, adidas launched the NBA jerseys in Dubai through a 3 week in-store campaign in Dubai adidas stores. To get the chance to meet famous NBA star Tracy McGrady, participants had to shoot their own 24 second NBA video in-store inside a custom-made adidas NBA booth. The adidas NBA campaign was also led by NBA-branded promoters visiting all basketball courts around Dubai as well as in the inner city thanks to special adidas NBA branded vehicles.

This marketing initiative has been incredibly successful in terms of generated business but also in terms of consumer connections with recorded videos viewed on the internet. "I simply recorded what basketball means to me, it's more than a sport. Once I even chose basketball over my girlfriend" said one of the 3 happy winners.

**For more NBA News, log on to [nba.com](http://nba.com)**

*Please feel free to forward this newsletter to any business associates within your company  
Comments and suggestions to Nicolas Gerard - [ngerard@nba.com](mailto:ngerard@nba.com)*

*To subscribe to this newsletter, please email [ngerard@nba.com](mailto:ngerard@nba.com)*