

 **ON COURT**

- **NBA Europe Live 2007 presented par EA SPORTS™**

 **OFF COURT**

- **NBA Europe Live 2007 presented by EA SPORTS™: SOME OF OUR CURRENT ACTIVITIES**
 - Istanbul: KFC "Taste the Game": promotional campaign
 - Rome: EA SPORTS™ - GameStop: NBA LIVE 08 tournament
 - Malaga: NBA Cares: Open practice
 - London: Private 3D/HD Screening
 - Madrid: Coca-Cola: 24-hour basketball match
- **Overtime: adidas NBA 5IVE**

"Tip-off" of NBA Europe Live 2007 presented by EA SPORTS™

Once again NBA Europe Live presented by EA SPORTS™ will be giving European fans the chance to live the NBA experience with four NBA teams set to feature in a European competition made up of seven matches held in five cities over four countries, also including training camps.

Match schedule

Match	DATE	CITY	STADIUM
Boston Celtics vs. Toronto Raptors	6 Oct	Rome	PalaLottomatica
Efes Pilsen Istanbul vs. Minnesota Timberwolves	6 Oct	Istanbul	Abdi Ipekci Sports Hall
Lottomatica Virtus Roma vs. Toronto Raptors	7 Oct	Rome	PalaLottomatica
Unicaja Malaga vs. Memphis Grizzlies	9 Oct	Malaga	Palacio de Deportes Jose Manuel Martin Carpena
Boston Celtics vs. Minnesota Timberwolves	10 Oct	London	The O2
Real Madrid vs. Toronto Raptors	11 Oct	Madrid	Palacio de Deportes de la Comunidad Madrid
MMT Estudiantes vs. Memphis Grizzlies	11 Oct	Madrid	Palacio de Deportes de la Comunidad Madrid



ISTANBUL ROME MALAGA LONDON MADRID

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ISTANBUL

Minnesota Timberwolves vs. Efes Pilsen Istanbul

SATURDAY, OCTOBER 6 – 9:00 P.M.



ROME

Boston Celtics vs. Toronto Raptors

SATURDAY, OCTOBER 6 – 8:30 P.M.



Toronto Raptors vs. Lottomatica Virtus Roma

SUNDAY, OCTOBER 7 – 6:30 P.M.



MALAGA

Memphis Grizzlies vs. Unicaja Malaga

TUESDAY, OCTOBER 9 – 8:00 P.M.



LONDON

Boston Celtics vs. Minnesota Timberwolves

WEDNESDAY, OCTOBER 10 – 7:30 P.M.



MADRID

Memphis Grizzlies vs. MMT Estudiantes

THURSDAY, OCTOBER 11 – 6:30 P.M.



Toronto Raptors vs. Real Madrid

THURSDAY, OCTOBER 11 – 9:30 P.M.



Real Madrid
Baloncesto

schedules and matchups subject to change

European fans will not only be able to watch live NBA action, they will also have a wide variety of other entertainment to enjoy, with promotional activities and events organised by NBA Europe Live presented by EA SPORTS™. The following is not the full list but includes examples of the promotions and events which fans can look forward to in the various countries where NBA Europe Live is being held.

Istanbul

KFC "Taste the Game": promotional campaign

The poster features a dark background with a basketball court scene. At the top, it says "DU 4 SEPTEMBRE AU 22 OCTOBRE" in yellow. Below that is the "KFC TASTE THE GAME" logo in red and white, with a basketball. Underneath is "PRODUCE BY NBA AND NBA EUROPE LIVE" and the "NBA EUROPE LIVE" logo. The main text reads "DES CENTAINES DE CADEAUX À GAGNER DE LA NBA ET DES SPONSORS DU NBA EUROPE LIVE 2007" in yellow and red. Below that, it says "ENVOIE 'KFC + TON NOM + TON PRÉNOM' AU 4 11 99" in white, with "4 11 99" in large white numbers and "COSTE PAR ENVOI + COÛT D'UN SMS" in smaller text. Below the numbers is "ET DÉCOUVRE SI TU AS GAGNÉ !" in white. The bottom section shows images of a red jersey, a white jersey with "CELTICS 34", a white jersey with "WESTERN 16", a Spalding basketball, and a KFC logo. At the bottom, it says "POUR PLUS DE RENSEIGNEMENTS, VA SUR TASTETHEGAME.COM" in white. Logos for EA SPORTS, SPALDING, and KFC are also present.

For the second consecutive year, KFC International, part of the Yum! Restaurants International group, is one of the official marketing partners of NBA Europe Live presented by EA SPORTS™.

As part of this partnership, more than 150 KFC restaurants in four countries around Europe – France, Spain, Greece and Turkey – have launched a six-week promotional campaign entitled "Taste the Game", combining the excitement of NBA matches with a selection from KFC's menus.

The KFC campaign will feature promotional offers in the restaurants as well as gifts, visits by players and NBA legends and a whole host of prizes donated by other NBA Europe Live 2007 marketing partners, all backed up by an advertising and public relations campaign. The promotion began in September and will run until the end of October.

"European fans will be able to 'taste the game' in a fun and energy-filled atmosphere which reflects the values shared by KFC and the NBA," explained Micky Pant, Chief Marketing Officer of Yum! Restaurants International.

Rome

EA SPORTS™ - GameStop: NBA LIVE 08 tournament



As part of NBA Europe Live presented by EA SPORTS™, there will be an NBA LIVE 08 national competition organised across Italy.

In association with GameStop, the competition will be held in Italy's two largest cities in the south and the north of the country - Rome and Milan. In each of the cities, four GameStop boutiques will play host to 32 participants, meaning that a total of 256 players throughout the country will sign up on line and take part.

After some fierce competition, eight finalists will have the chance to contest the final in the walkways of the PalaLottomatica in Rome.

Malaga

Open practice with the Memphis Grizzlies



As part of the NBA Cares community programme set up by the NBA and its players, an open practice will be held on 6 October with the Memphis Grizzlies at the Palacio de Deportes de Malaga Practice Hall from 12.30 – 2 pm.

During the practice, Pau Gasol, Juan Carlos Navarro and the rest of the Memphis Grizzlies squad will play host to 500 youngsters from schools and basketball clubs in the area.



The event will give fans the unique opportunity to see the Grizzlies practise live as they prepare for their match against the Unicaja club.

The excitement will reach fever pitch at the end of the practice when the players take time out to talk with the young fans.

London

A private screening in 3D/HD

A private 3D/HD screening, the first of its kind in the world of sport in Europe, will be held in London as part of NBA Europe Live presented by EA SPORTS™.

The screening, which features highlights from the 2007 NBA All-Star game, will take place before the Minnesota Timberwolves vs. Boston Celtics encounter on October 10 at the O2. The cutting edge video technology on display will appeal to lovers of sport and entertainment – two worlds perfectly encapsulated by the NBA.

Madrid

24h non-stop match

A 24-hour basketball match will be organised in association with Coca-Cola in Madrid, on the Plaza de Toros de las Ventas, beginning on Friday 5 October at midday and finishing on Saturday 6 October.

The non-stop match will see players change every 10 minutes. Participants will be recruited from streetball teams and will also perform cheerleading duties during the match.

This extraordinary event will also see various prizes given out including tickets for NBA Europe Live presented by EA SPORTS™.

Partners confirmed as taking part in the event are Electronic Arts, Champion and Spalding.

Overtime: adidas NBA 5IVE 2007



adidas NBA 5IVE in Rome at the Piazza del Popolo on the weekend of 15-16 September

adidas NBA 5IVE – the European tour which combines competitive basketball, most notably a 5-on-5 tournament, with interactive elements, began in Rome on the weekend of 15-16 September.

The first stop on the tour saw 290,000 visitors flock to the famous Piazza del Popolo – one of the main squares in the heart of the old city of Rome.

The event gives players and spectators alike the chance to discover the NBA by means of multiple basketball activities and to watch shows all in a musical NBA ambiance.

Fans can interact with the following features:

- Jam Session: Quick shot, measure-up (see how tall you are compared with the NBA stars), photo op, NBA Arcade and NBA Cinema.
- Shows out on the main court: finals of the various special activities (3-point shooting, dunk contest) as well as entertainment and games for the spectators
- Exhibition 5-on-5 matches with elite players from local teams.

At the tour's first stop in Rome, some 87,000 visitors took part in the activities and games on offer, including:

- 5-on-5 tournament
- 3-on-3 tournament
- dunk contest
- EA SPORTS video games
- 3-point shooting.

After stops in Rome and Madrid (22-23 September), Istanbul will be the next port of call for the adidas NBA 5IVE from 4-7 October, with local school pupils set to attend the event.

Next edition: 30 October 2007

For more information, visit nba.com

*Please feel free to pass this newsletter on.
Should you have any comments or questions, please send them by e-mail to ejeangilles@nba.com*