



## **NBA ALL-STAR 2010 WILL BE A GLOBAL CELEBRATION OF BASKETBALL**

*-All-Star to Reach Fans in 215 Countries and Territories in 41 Languages-*

*- League to Welcome more than 500 International Guests  
Including Basketball Federations from 25 Nations-*

**DALLAS, Feb. 11, 2010** –NBA All-Star 2010 will be a global celebration that will draw the largest crowd ever to attend a basketball game. The league welcomes 309 members of the international media from 36 countries and more than 500 international guests and partners, which includes basketball federations from 25 nations. The best players in the world, including nine international All-Stars and rising stars from eight countries, will participate in events on and off the court.

Fans will be able to consume All-Star in more ways and in more places than ever before through new television partnerships, record broadband reach, behind-the-scenes programming and interactive fan elements.

Below is a summary of all the NBA's global activity in Dallas:

### **INTERNATIONAL MEDIA DISTRIBUTION:**

- NBA All-Star 2010 will reach fans in 215 countries in 41 languages.
- A total of 79 international television stations, radio stations, and Web sites will be onsite.
- 36 television partners will broadcast All-Star for the first time.
- Record media coverage for All-Star in Africa, with the events reaching every country on the continent through 24 television outlets. New partner, CAfrica Sports, will cover the event live and as a result 15 countries will see programming free-to-air for the first time including Benin, Burundi, Malawi and Togo.
- NBA LEAGUE PASS Broadband International will be available in more than 200 countries, a record, up from 61 last year.
- Fans worldwide can vote on NBA.com to help determine the All-Star Game MVP, T-Mobile Rookie Challenge and Youth Jam MVP and the Sprite Slam Dunk champion. Fans in Canada, China and the U.S. can also vote via text to help determine the Sprite Slam Dunk champion.

### **INTERNATIONAL PARTNERS BRING 77 FANS FROM 14 COUNTRIES TO ALL-STAR:**

- NBA international partners conducted a variety of promotions throughout the year giving fans a chance to win an all-expense paid trip to All-Star.
  - **Jr. NBA presented by Amway Nutrilite (China):** The winning team will travel to Dallas for a basketball clinic hosted by All-Star Dwight Howard and will compete against a Dallas-based NBA FIT team.

- **Spalding (New Zealand and Australia):** Consumers who spent more than \$20 were entered into a sweepstakes to win a trip to All-Star.
- **Garanti Skills Challenge (Turkey):** Conducted a basketball program where the three best players won a trip to All-Star.
- **Shinhan Card (Korea):** NBA card holders who spent a fixed amount per month on their card were entered into a sweepstakes.

#### **CHINA:**

- NBA.com/china, operated in partnership with Tom Group, will stream live the T-Mobile Rookie Challenge and Youth Jam, NBA All-Star Saturday Night and the 59th NBA All-Star Game.
- For the first time, NBA.com/china will give an authentic behind-the-scenes look into All-Star through a new technology called LiveU. Through this technology, millions of online visitors will have the chance to see player media availability, NBA Cares Events, NBA All-Star Jam Session presented by adidas and all events in real time.
- NBA Entertainment and CCTV, China's national television network, will produce a customized feed for All-Star with graphics and commentary in Mandarin and a dedicated camera focused on the players and events of the most interest to Chinese fans.
- NBA to host Chinese New Year celebration for 200 partners with China-themed performances and appearances from NBA Commissioner David Stern, CEO of NBA China Tim Chen and NBA players.

#### **EUROPE:**

- The NBA, working in conjunction with the Russian Basketball Federation and the National Basketball Project, is hosting 17 elite Russian basketball players ages 16-18 at All-Star. The visitors will attend the T-Mobile Rookie Challenge, All-Star Saturday Night, the All-Star Game and attend a clinic hosted by NBA Legend Gheorghe Muresan.
- A record 20 media members from Germany will be in Dallas to cover the festivities and see German Native Dirk Nowitzki of the Dallas Mavericks play in the All-Star Game.
- Five NBA players from Europe will compete at All-Star including Detroit Pistons' Jonas Jerebko, the first player ever from Sweden at All-Star. Italy's Danilo Gallinari, from the New York Knicks, will also make his All-Star debut.
- 23 television outlets will bring the action to fans throughout Europe, including first-time partner ESPN.

#### **MIDDLE EAST:**

- Sacramento Kings' Omri Casspi is the first player from Israel or the Middle East to participate in NBA All-Star.
- Comprehensive coverage of All-Star will be available with Arabic language commentary throughout the Middle East on Al Jazeera Sport.
- The NBA participated in several programs in the Middle East this year including Generations for Peace in Jordan, a camp supported by Prince Feisal Al Hussein designed to teach basketball and heal divisions between countries. In addition, the league sent NBA and WNBA players to Qatar and Bahrain to conduct clinics in partnership with the U.S. Department of State's Bureau of Educational and Cultural Affairs.

#### **INDIA:**

- The top two daily newspapers, the Times of India and the Hindustan Times will be onsite to cover the action.

- NBA All-Star will be broadcast live throughout India on ESPN Star Sports.
- The NBA's local television partner in India, Taj TV, will be onsite for the first time filming behind-the-scenes for Real NBA, a weekly show that gives fans in India an inside look into NBA players on and off the court.
- This past summer, several partners including HP, EA SPORTS, Reebok and Spalding participated in NBA Jam, the league's first-ever fan event in India, which traveled to seven malls across the country and attracted more than 200,000 visitors. In addition, EA Sports and the NBA partnered to launch the first-ever NBA Live video game tournament in India which took place within NBA Jam.

**LATIN AMERICA/U.S HISPANIC:**

- The NBA's sole Mexican player, Dallas Mavericks' Eduardo Najera, will be conducting a series of promotional activities throughout the weekend.
- Space, an NBA television partner in Latin America, and a subsidiary of Turner, will televise All-Star to 20 million homes.
- Centro éne•bé•a is a Latin-inspired interactive area at NBA All-Star Jam Session presented by adidas that will offer activities and events that celebrate the league's Hispanic players and fans.
- éne•bé•a is a multi-platform campaign launched in October 2009 to reach U.S. Hispanic fans, featuring television, radio and online advertising, a Web site (NBA.com/enebea), special events, and consumer products.
- U.S. Hispanics make up 15 percent of the NBA fan base and 38 percent of the population in Dallas.

**NINE INTERNATIONAL PLAYERS:**

- The Phoenix Suns' Steve Nash (Canada), San Antonio Spurs' Tim Duncan (Virgin Islands), Los Angeles Lakers' Pau Gasol (Spain), Dallas Mavericks' Dirk Nowitzki (Germany) and Atlanta Hawks' Al Horford (Dominican Republic) are on NBA All-Star Game rosters.
- Casspi and Jerebko will compete for the Rookies in the T-Mobile Rookie Challenge against a sophomore team featuring Gallinari and Memphis Grizzlies' Marc Gasol (Spain).

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