



Entertainment League Productions Partners with AEG For The First Lakers 3 on 3 Basketball Tournament Presented by Nike Weekend

*******PHOTO AND INTERVIEW OPPORTUNITIES WITH E LEAGUE CELEBRITIES AVAILABLE*******

Who: E League players including Donald Faison (Scrubs), David Arquette (Scream franchise), Zach Levi (Chuck), Christopher Mintz-Plasse (Superbad, Role Models), Joel David Moore (Avatar), Frankie Delgado (The Hills), Joel McHale (Talk Soup), Jay Harrington (Better Off Ted), Clark Gregg (New Adventure of Old Christine, Iron Man), Michael Rapaport (Prison Break), Brian White (Stomp The Yard), Boris Kodjoe (Soul Food), Cory Hardict (Gran Torino), Kenny Johnson (Saving Grace), Job Huertas (Castle), James Lesure (Las Vegas), Dean Cain (Lois and Clark) and more. Also confirmed to participate; Drew Lachey, Suger Shane Mosely and Tank.

What: Watch the E League celebrities as they participate in Inaugural Lakers 3 on 3 Basketball Tournament presented by Nike taking place in downtown Los Angeles at L.A. LIVE. Check out appearances from players on the Lakers, Clippers, Sparks, Galaxy, Sol, and more.

Entertainment League Productions will coordinate all programming during the tournament on the Nike Center Court and POWERADE Main Stage including performances by the winners of MTV's Top Pop Group Mosaic, Joanna Pacitti (American Idol), Mark Ballas (Dancing With The Stars), Space Cowboy (DJ for Lady Gaga) and The New Boyz (You're A Jerk). In addition, former Laker and All-Star Dunk Champion Cedric Ceballos will DJ on the POWERADE Main Stage.

When: Check-In and Fan Fest: August 14, 4:00pm – 9:00pm
Tournament Play: August 15-16, 8:00am – 7:00pm

***** Registration for the tournament ends July 31, 2009

Where: L.A. LIVE (across from STAPLES Center)
800 W. Olympic Blvd.
Los Angeles, CA 90015

Contact: Shone Jemmott /Stefannie Bernstein
Shone@eleagueproductions.com/Stefannie@eleagueproductions.com
310.402.5563
www.eleagueproductions.com / eleague.ning.com
www.lakers3on3.com