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NBA EXECUTIVES TO DEPART, LAUNCH SPORTS & ENTERTAINMENT PRODUCTION COMPANY

LOS ANGELES, September 10, 2008 -- Longtime NBA executives Felisa Israel and Shane Duffy announced their departure to launch Entertainment League Productions, LLC (ELP), a sports entertainment production and marketing company.

Sports organizations seek fresh, inventive ways to entertain fans while expanding and improving critical areas of their business. ELP will create and produce world-class, innovative productions, as well as develop successful marketing concepts that will provide clients with significant added value to revenue streams and multiply sponsorship opportunities.

Based in Los Angeles, ELP, which opens on September 10, 2008, will use its access to the most influential names in sports, music, film, television, and theatre to coordinate talent bookings for teams and leagues, as well as work as hands-on consultants in several areas including entertainment management, show productions, marketing, sponsorships, and charity events.

As one of its first projects, ELP will be assisting NBA Entertainment with certain event coordination activities in connection with the NBA All-Star Game in Phoenix on February 14, 2009. Additionally, ELP will be working with Action Sports Association (ASA), the world's largest producer of action sports events and television programming, to create extreme sports nights with pro sports leagues. The company will also team up with Grammy Award-winning music producer David Foster and Align Entertainment Group to organize high quality talent bookings. In addition to being sought after by VH1 to create theme nights for teams, ELP is collaborating with Woody Thompson, creator of VH1's Pop-Up Video and his company, Eyeboogie Inc., to produce innovative multi-media solutions for all platforms. The ELP team will manage all aspects of the Entertainment League, an invitation-only basketball league for celebrities and industry executives; create new celebrity leagues, and stage high-end entertainment and celebrity events nationally and internationally.

Jerry Colangelo, USA Basketball Managing Director & former Phoenix Suns CEO said: "Having been personally impressed and professionally impacted by her ability to create unforgettable experiences for fans, I'm happy that other organizations will now have the opportunity to collaborate with Felisa and her team to achieve new standards in entertainment and improve their business performance."

Peter Micelli, Creative Artists Agency Literary Agent said: "Shane is a respected member of the entertainment community. He cherishes his relationships and looks out for the best interests of those he works with. Shane succeeds, therefore, his clients will succeed."

ABOUT THE CO-FOUNDERS

Felisa Israel has built a reputation as the go-to-person when fusing entertainment and sports. As NBA Director of Live Programming & Entertainment, she has orchestrated multiple live productions and collaborated with teams to improve entertainment operations. The regional Emmy Award winner, who also served as the Phoenix Suns' and Phoenix Mercury's Director of Entertainment, has booked top-line performers for teams and major events such as NBA and WNBA All-Star Games, and has produced games internationally.

As NBA Director of Entertainment Marketing, Shane Duffy helped create the popular NBA Entertainment League. For 11 seasons, he has managed the Entertainment League and has also served as the league's Commissioner overseeing the basketball play of personalities such as Jamie Foxx, Justin Timberlake, Adam Sandler, and Ice Cube. Additionally, Duffy coordinated product placement and licensing in film and television, and helped manage deals between motion picture studios and the NBA. He also served as NBA liaison during national broadcasts, a position critical to the seamless coordination of game presentations to millions of households.

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