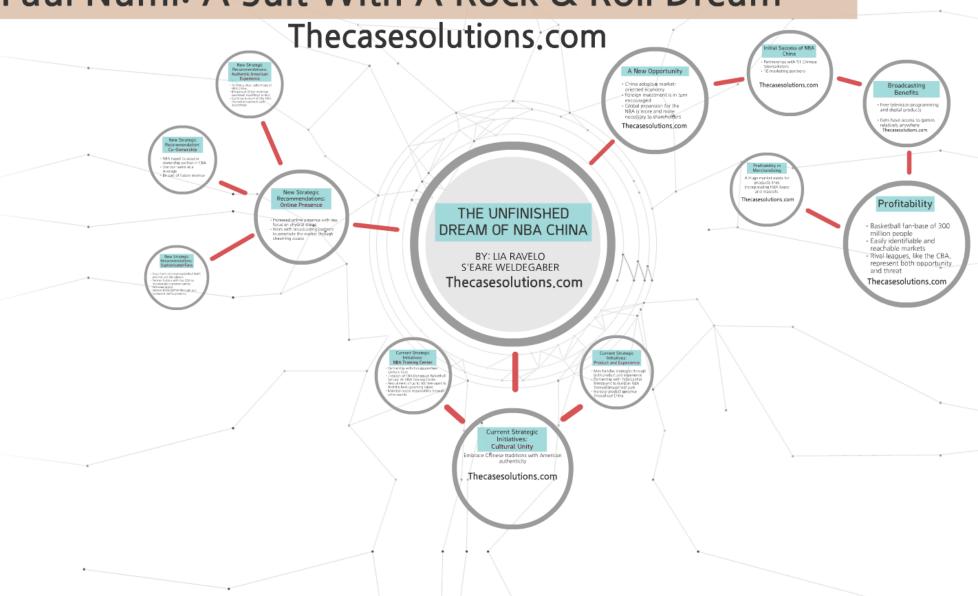
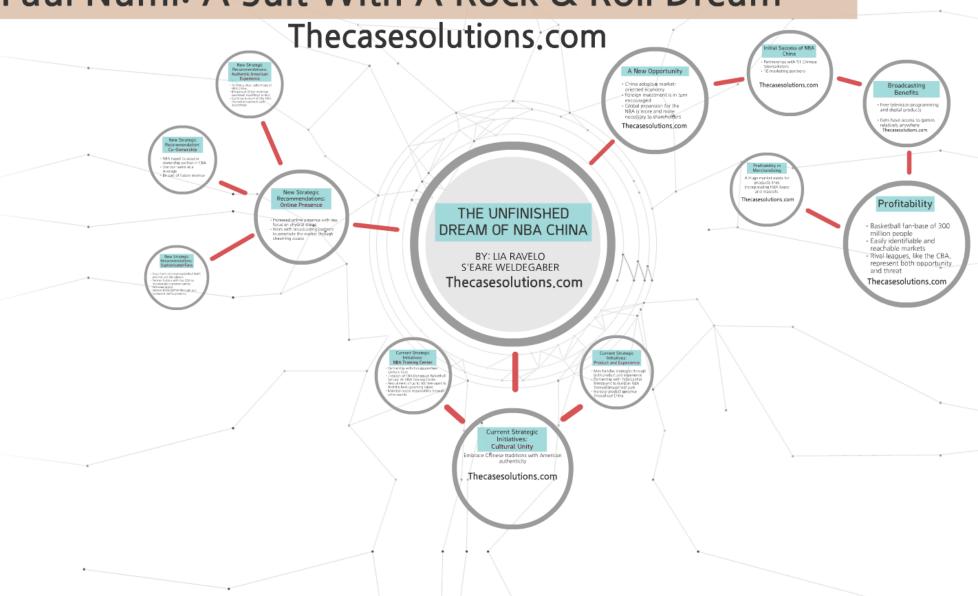
#### Paul Numi: A Suit With A Rock & Roll Dream



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## A New Opportunity

- China adopts a marketoriented economy
- Foreign investment is in turn encouraged
- Global expansion for the NBA is more and more necessary to shareholders

### Initial Success of NBA China

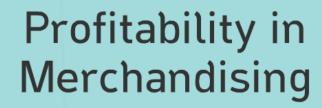
- Partnerships with 51 Chinese telemarketers
- 16 marketing partners:

## Broadcasting Benefits

- Free television programming and digital products
- Fans have access to games relatively anywhere
  Thecasesolutions.com

# Profitability

- Basketball fan-base of 300 million people
- Easily identifiable and reachable markets
- Rival leagues, like the CBA, represent both opportunity and threat



A Huge market exists for products lines incorporating NBA logos and mascots.



Embrace Chinese traditions with American authenticity