



FIRST EVER NBA 3X JAPAN 2012 PRESENTED BY XEBIO GROUP COMBINES BASKETBALL AND ENTERTAINMENT FOR FANS IN JAPAN

- Event features a 3-on-3 tournament, free interactive fan experiences, and appearances by NBA Legends Gary Payton & Muggsy Bogues -

TOKYO & SENDAI, Sept. 21, 2012 – The National Basketball Association (NBA) today announced NBA 3X Japan 2012 presented by Xebio Group will be held for the first time in Japan. The event, which combines a 3-on-3 tournament with free basketball activities including live music, DJs and NBA entertainment for fans and the entire family, will take place over two weekends in Diver City, Festival Park, Odaiba in Tokyo, and the new state-of-the-art Xebio Arena, Sendai, on Sept. 30 and Oct. 6 respectively.

The NBA 3X Japan 2012 presented by Xebio Group is designed to provide a robust fan experience celebrating basketball and culture. A competitive 3-on-3 tournament will feature an open men's division for participants to test their skills against their peers. Registration for Tokyo begins Sept. 21, on a first-come first-serve basis, and runs until Sept. 27, while the limited registration period for Sendai runs from Sept. 21-30.

NBA Legend Muggsy Bogues will headline the event in Tokyo where he will lead clinics and participate in community events. Drafted 12th in 1987 by the Washington Bullets (now Washington Wizards), Bogues eventually joined the then Charlotte Hornets, and remains the team's career leader in minutes played, assists and steals. At 5'3", Bogues is the shortest player ever to play in the NBA, and was also a member of the US National Team that won the FIBA World Championships in 1986.

"I am extremely excited to be a part of NBA 3X Japan 2012 presented by Xebio Group," said Bogues. "Japan is well-known for its rich culture and established local basketball leagues, and I'm really looking forward to experiencing all of this first-hand. I always enjoy meeting with the fans and can't wait to witness some of the basketball talent Japan has to offer."

NBA Legend Gary Payton will headline NBA 3X presented by Xebio Group in Sendai. Nicknamed "The Glove" for his defensive prowess, Payton is one of the most decorated NBA players ever with an NBA Championship (with the 2006 Miami Heat), NBA Defensive player of the year award, nine NBA All-Star selections, nine NBA All-Defensive First-Team selections, two All-NBA First team selections and two Olympic Gold Medals.



For more information, please contact:

- NBA 3X JAPAN 2012 PR dept. nba3xjapan@gmail.com
- Sheila Rasu, Communications, NBA Asia, +852 9739 6192 or srasu@nba.com



“I’m thrilled to participate in NBA 3X Japan 2012 presented by Xebio Group,” said Payton. “I have always loved coming to Japan and I imagine it will be a truly memorable experience with the great fans and local basketball talent.”

In addition to the tournament, free fan activities include a Xebio Slam Dunk contest, Xebio Basketball Clinic, United Airlines 3-Point Shootout, MONSTER 2Ball Challenge and NBA Free Throw Conga. To keep fans entertained, there will be dance team performances by the Wolves Dancers from the Minnesota Timberwolves (Tokyo) and the Oklahoma City Thunder Girls (Sendai), mascot appearances by Coyote from the San Antonio Spurs (Tokyo) and Rocky from the Denver Nuggets (Sendai), NBA merchandise giveaways, and live bands and DJ’s.

“We are thrilled to bring NBA 3X Japan 2012 presented by Xebio Group to Japan for the first time after our recently completed and successful Basketball without Borders program here just a few months ago,” said Scott Levy, Senior Vice President and Managing Director for NBA Asia. “With the help of our invaluable partners, we are able to bring our fans in Japan an unprecedented experience capturing the excitement and entertainment of NBA basketball.”

The NBA 3X Japan 2012 is presented and staged in collaboration with the Xebio Group, with Xebio Arena and Diver City serving as official venues for the event. United Airlines is an official partner of the event with MONSTER and Spalding as supporting partners. NHK and WOWOW are the official NBA broadcasters of the event.

“Xebio Group is enormously pleased to play host to NBA 3X in Japan,” said Takaaki Nakamura, Managing Executive Officer for Xebio Group and Chief Executive Officer for X Sports Marketing Inc. “We are committed to establishing a long-term relationship with the NBA and the introduction of events such as the NBA 3X Japan 2012 allows us to contribute to the passionate and ever-growing basketball community here in the country.”

For more information about the NBA 3X Japan 2012 presented by Xebio Group please log onto our website at www.nba3x.com/asia/Japan. Fans can also get updates on the event through our Facebook page at www.facebook.com/nba3xAsia or our mobile site at www.NBA.m.jp



About the NBA

The NBA is a global sports and media business that features three professional sports leagues: the National Basketball Association, the Women's National Basketball Association, and the NBA Development League. The league has established a major international presence, with offices in 15 markets worldwide, games and programming in 215 countries and territories in 47 languages, and NBA merchandise for sale in more than 125,000 stores in 100 countries on six continents. Current NBA rosters feature 78 international players from 39 countries and territories. The NBA's digital assets include NBA TV, which is available in nearly 60 million U.S. homes, and NBA.com, which averages more than 42 million page views per day, more than half of which originate from outside of North America. The NBA is the No. 1 professional sports league on social media, with more than 300 million fans and followers globally across all league, team, and player platforms. Through NBA Cares, the league and its teams and players have donated more than \$200 million to charity, completed more than 1.9 million hours of hands-on community service, and created more than 720 places where kids and families can live, learn, or play.

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NBA 3X JAPAN 2012 PRESENTED BY XEBIO GROUP EVENT FACT SHEET

Event Overview	The NBA 3X Japan 2012 presented by Xebio Group is the NBA's inaugural 3-on-3 lifestyle event in the country. Basketball fanatics are in for a treat as participants will be able to vie for top honors and bragging rights. The event will be based on the FIBA 3on3 format and rules, and provide participants and fans the total NBA experience with entertainment and unique interactive elements.
Date	September 30, 2012 (Tokyo) October 6, 2012 (Sendai)
Venue	Diver City, Festival Park, Odaiba (Tokyo) Xebio Arena (Sendai)
Divisions	Each team consists of maximum four members and participants can sign up for the following: <ul style="list-style-type: none">○ 18 & Over (Men's division)
Registration	Team registration fees are payable by cash only and as follows: <ul style="list-style-type: none">○ JPY 2,000 per team
Registration Deadline	Registration Form and details are available via the NBA 3X Japan 2012 event website (www.nba3x.com/asia/japan). Registration is available online and payment must be made in person upon check-in at the event. Registration for Tokyo begins on September 21 on a first-come first-serve basis and runs till September 27. Registration for Sendai begins on September 21 on a first-come first-serve basis and runs till September 30.
Additional Activities	There will be exciting activities that will enable a greater number of basketball fans and their families to compete in a fun way and share in the energy and excitement. These include: <ul style="list-style-type: none">○ Xebio Slam dunk contest○ Xebio Basketball clinic○ United Airlines 3-point shoot out○ MONSTER 2Ball Challenge○ Free throw conga○ Live performances



General Hotline 03-6870-6009 (Weekdays 10am – 5pm)

Celebrity Guests

Tokyo

NBA Legend Muggsy Bogues: The shortest player ever to play in the NBA. The 5'3" Bogues is the Hornets' career leader in minutes played, assists and steals. He was also a member of the USA National Team who won gold at the 1986 FIBA World Championships

Minnesota Timberwolves Dance Team: The Wolves Dancers are amongst the world's most elite dancers

The Coyote (San Antonio Spurs Mascot): Named Mascot of the Year in 2006

Songriders: Up-and-coming Japanese 4-man band

Sendai

NBA Legend "The Glove" Gary Payton: 2006 NBA Champion with the Miami Heat and best known for his 13-year tenure with the Seattle SuperSonics (now known as the Oklahoma City Thunder), where he holds the franchise records in points, assists, and steals

Oklahoma City Thunder Dance Team: The Thunder Girls are an extension of OKC – they are the team's ambassadors representing them all over the world

Rocky the Mountain Lion (Denver Nuggets Mascot): Rocky is known for his daring acrobatics and innovative skits

Songriders: Up-and-coming Japanese 4-man band

Presenting Partner & Co-Organizer Xebio Group

Official Partner United Airlines

Supporting Partners MONSTER
Spalding

Official NBA Broadcasters NHK
WOWOW

Official Venue Diver City, Festival Park, Odaiba
Xebio Arena, Sendai

Official Website www.nba3x.com/asia/japan

Official Facebook Page www.facebook.com/nba3xasia



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Muggsy Bogues

Position: G

Height: 5'3"

Teams played for:



Tyrone Curtis—better known as “Muggsy Bogues”—was born on January 9, 1965, in Baltimore, Maryland. Bogues is the shortest player ever to play in the NBA. Bogues was one of the most popular players of his era and remains an inspirational figure due to his success in the NBA despite his small stature. The 5’3” Bogues was chosen by the Washington Bullets (now Washington Wizards) with the 12th overall pick in the talent-laden 1987 NBA Draft which also included David Robinson, Reggie Miller and Scottie Pippen. Bogues joined the Charlotte Hornets in 1988 and it is there where he established himself as a budding NBA star. Bogues is the Hornet’s career leader in minutes played, assists and steals and one of the NBA’s all-time leaders in the assist-to-turnover ratio category. Bogues was eventually traded to the Golden State Warriors in the 1997-1998 NBA season and spent two seasons there before then signing with the Toronto Raptors as a free agent. Bogues retired from professional basketball in 2001 before moving on to coach the now-defunct WNBA team, Charlotte Sting.

Bogues has written an autobiography titled *In the Land of Giants* where he relates his personal story including the obstacles and criticisms he overcame and his basketball achievements.

NBA Career Statistics

G	FG%	3PFG%	FT%	Pts	PPG	Rebs	RPG	Asts	APG	Stls	SPG	Blks
889	.458	.278	.827	6,858	7.7	2,318	2.6	6,726	7.6	1369	1.5	39

Gary Payton

Position: Point Guard

Height: 6'4"

NBA Champion

NBA Defensive Player of the Year

9-time NBA All-Defense First Team

9-time NBA All-Star

2-time All-NBA First Team

2-time Olympic Gold Medalist

Teams Played For:



Gary Dwayne Payton was born July 23, 1968, in Oakland, California. Payton is one of the most decorated NBA players ever with 9 NBA All-Star selections, 9 All-Defense First Team selections, an NBA Defensive Player of the Year award and an NBA title. To this day, Payton is still the only point guard ever to win the NBA Defensive Player of the Year award and—together with Michael Jordan, Kevin Garnett and Kobe Bryant—holds the NBA record for most selections to the All-Defensive First Team. His defensive tenacity and overall ability on that end of the floor earned him the nickname “The Glove”. Payton was drafted second overall in the 1990 NBA Draft by the Seattle SuperSonics (now known as the Oklahoma City Thunder) and spent 13 seasons there, during which he cemented his place in NBA history and proved to be a superstar and surefire future Hall-of-Famer. Payton is the SuperSonic’s all-time leader in points, assists and steals. Payton played for the Milwaukee Bucks, Los Angeles Lakers and the Boston Celtics before joining the Miami Heat, where he finally broke through and won an NBA Championship alongside Dwyane Wade and Shaquille O’Neal. Payton spent the remainder of his career with the Miami Heat and retired in 2007. Payton graduated from Oregon State University with a degree in broadcast communications. Payton and his wife, Monique, have two sons, Gary Jr. and Julian, and one daughter, Raquel.

NBA Career Statistics

G	FG%	3PFG%	FT%	Pts	PPG	Rebs	RPG	Asts	APG	Stls	SPG	Blks
1335	.466	.317	.729	21,813	16.3	5,269	3.9	8,966	6.7	2,445	1.8	285

DENVER NUGGETS MASCOT: ROCKY THE MOUNTAIN LION

NBA Debut: December 15, 1990

Birthplace: Rocky Mountains

Height: 5'10"

Weight: 154 lbs.

Tail Length: 3 feet

One of the most recognizable and beloved mascots in the NBA, Supermascot Rocky has become a staple at every Nuggets home game. His daring acrobatics and innovative skits have made his performances eagerly anticipated by fans and players alike.

Rocky is an integral part of the community programs of the Denver Nuggets and makes countless appearances at schools of all levels throughout the state of Colorado. In addition, Rocky has made several appearances for other professional sports teams and has performed on behalf of the NBA at the All-Star Game as well as several international functions.

From sporting events to corporate outings, Rocky is sure to make every event memorable!



SAN ANTONIO SPURS MASCOT: THE COYOTE BACKGROUND

- Named Mascot of the year by gameops.com in 2006
- Named one of the most popular sports mascots by Forbes.com
- Was signed by the Spurs as a Flea Agent in June of 1983!
- During the 2003-2004 season appeared in 50 games – with 50 starts – averaging 29.9 guffaws and 11.8 chuckles per contest!
- Was named the NBA’s MVV (Most Valuable Varmint) for the twelfth time in his career
- Registered a career-high 1118 hugs vs. the Lakers on 12/17/97
- The only mascot in the NBA who growls at “The Mailman” every time he is in town
- Makes over 400 community appearances each year, averaging 19.8 rib-tickles per visit!
- During 1993-1994 season became the first mascot in NBA history to dunk both a basketball and a doughnut in a single game
- Full name is ENTERTAINUS CARNIVOROUS
- Single, but is considering Animal Husbandry
- Graduated from ACME University with hors d’oeuvres
- Favorite food is Roadrunner under glass, but admits a weakness for Fried San Diego Chicken
- Recently was cast in the lead role in the movie Lord of the Rings, but eventually lost the part after it was discovered that The Coyote had no ring finger!
- Seen talking with the Disney people about “The Coyote King 2 1/2”
- Would love to have Lassie over “for lunch” someday

