



## **NBA CHINA AND TOM TO UNVEIL GROUNDBREAKING NBA.COM WEB SITES FOR FANS IN GREATER CHINA**

*- Live Daily Game Webcasts, Multi-Game Highlights, Personalized NBA Content and More to  
Provide Fans with Rich User Experience -*

**BEIJING, October 18, 2008** – NBA China and TOM Group, a leading Chinese media conglomerate, today announced a new multiyear partnership that will bring exciting new features to the NBA’s three Web sites in Greater China --NBA.com/China, NBA.com/Taiwan and NBA.com/Hongkong -- to deliver the richest online experience for NBA fans.

As a result of this partnership, which makes Tom Group the Official Internet Web site Partner of the NBA in Greater China, fans can watch a live game every day for the first time. During the live game, they can also watch a multi-game highlight show direct from the U.S. in real time, Classic Games on Video on Demand, create and voiceover their own highlight packages, enjoy innovative community features, play NBA video games against other online gamers, personalize content, share photos and more, all in Chinese. In addition, for the first time in Asia there will be a live daily half-hour NBA highlight show (NBA Zone) produced by TOM and will be available on all three sites as well as during prime time on CETV, a leading 24-hour Putonghua entertainment channel under TOM Group.

The announcement was made during a press conference in Beijing by NBA Commissioner David Stern and TOM Group’s CEO and Executive Director Ken Yeung. Several NBA stars including the Houston Rockets’ Yao Ming, New Jersey Nets’ Yi Jianlian, Los Angeles Lakers’ Kobe Bryant, New Jersey Nets’ Vince Carter and Cleveland Cavaliers’ LeBron James offered special video greetings during the event.

“Our new partnership with TOM Group will meet the growing demand for NBA programming throughout Greater China, providing more customized content, engaging live video and an interactive community experience,” Stern said. “TOM Group is an established leader with diverse assets and unrivaled reach that will allow us to communicate with our fans on a daily basis and continue to grow the game.”

“We are thrilled to partner with NBA China on the NBA’s official websites in Greater China. The NBA’s Web sites will become the heart of TOM’s sports channel where we will further enhance our service offerings and create synergies within TOM Group’s unique and diversified media assets. Our partnership with NBA China is a continuation of TOM’s sports strategy. TOM’s sports channel, one of the most visited sports channels in China, will be relaunched with more premium sports properties and user interactivity. Leveraging the cutting edge technologies and customized applications on our user and tool-centric open platform, TOM will be able to offer the best user experience where sports fans can connect, interact and share,” said Yeung.

“Congratulations to TOM Group on their partnership with the NBA to launch the new NBA.com/China Web site,” said Bryant. “NBA fans can log on to NBA.com/China and enjoy a live NBA game every day.”

“I can’t wait to check these enhanced NBA.com sites in Greater China this season,” said Yi. “The updated website will make it easy for fans in China to follow the game through all the new features available in Chinese.”

Highlights of the new partnership include:

### **Groundbreaking NBA Programming**

Through NBA.com/China, NBA.com/HongKong and NBA.com/Taiwan, fans in Greater China will have access to more video content than ever before. During the regular season a live daily NBA game webcast will be available free to all fans on NBA.com/China and NBA.com/HongKong, with each featuring play-by-play commentary in Chinese. During halftime of each game, fans can stay connected to what is happening around the league by watching a halftime highlight show of all the other games on the schedule.

In addition, for the first time in Asia there will be a live daily half-hour NBA highlight show (NBA Zone) produced by TOM and will be available on all three sites as well as during prime time on CETV, a leading 24-hour Putonghua entertainment channel under TOM Group.. The program will deliver a full recap of highlights and news from around the league. Additionally, fans will have access to an extensive series of NBA Classic Games to view on-demand, multi-game highlights and instructional videos.

NBA China and TOM Group will launch groundbreaking opportunities for advertisers to integrate directly within featured NBA programming and content on each site to reach millions of daily visitors.

### **Tom Group has unrivaled reach that will allow fans to experience the NBA through multiple platforms**

In addition to the millions of daily visits received on the NBA.com sites, the league will tap into TOM Group's unrivaled reach and promotion across all of their user platforms including 100 million online users, 200 million wireless users and 70 million TOM-Skype users. As the leading media conglomerate in China, Tom Group will help the NBA reach their fans wherever they are.

### **Robust and Innovative Community Features**

As a part of the new partnership, TOM Group and NBA China will unveil a series of new and enhanced community features. On the NBA.com sites, fans will be able to personalize their home page with their favorite NBA team or select players and receive instant access to their fantasy team. Fans will also be able to develop NBA blogs, play NBA video games against other online gamers, interact on various message boards, participate in live chats with NBA experts, players or legends during games, and access user-generated content.

Leveraging on tools and applications on the sports channel of www.tom.com, fans will have the opportunity to edit and develop customized NBA video highlight packages and photo galleries that they can share with friends based on a variety of NBA video clips and photos.

### **NBA Exclusive Content**

The NBA.com sites will be the richest in Greater China offering the most extensive library of player interviews, breaking news stories, player blogs and features from NBA experts. Fans will also have daily access to photo galleries, player trackers, live statistics, scores and an exclusive fantasy game in Chinese.

### **NBA Popularity in Greater China**

The NBA was the first professional sports league in the United States to offer official Web sites for fans, including the launch of NBA.com/China in November 2002, NBA.com/Taiwan in April 2003 and NBA.com/HongKong in November 2006. During the 2007-08 NBA season, the three Web sites combined received more than 385 million total visits. Overall, 30% of all traffic to NBA.com comes from fans in Greater China.

The NBA continues to gain popularity in China as a record 1.6 billion viewers tuned into to watch NBA programming during the 2007-08 season via 51 television partners, an increase of nearly 35% when compared to the previous season. The first two NBA Stores were opened in Beijing this summer, with NBA merchandise sold in 30,000 retail outlets and sales increasing 60% this year. NBA China has 15 marketing partners in China.

### **About the NBA**

The NBA, founded in 1946, is a global sports and entertainment brand that features 30 teams in the United States and Canada. During the 2007-08 season, NBA games reached 215 countries and territories in 41 languages. The league's worldwide reach was also reflected last season in the 76 international players from 31 countries and territories on NBA rosters. Domestically, the NBA broadcasted 142 regular-season games on national television last season on ABC, TNT, ESPN and ESPN2.

NBA TV, launched in 1999 as the first 24-hour television channel created and operated by a professional sports league, is distributed to 80 countries. NBA merchandise is sold in more than 100,000 stores in 100 countries on six continents. NBA.com averages more than five million daily visits. More than 50 percent of the Web site's visitors come from outside the United States. The NBA's Greater China entities were formed in January 2008.

NBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important social issues in the United States and around the world. To date, members of the NBA family – including teams, current and former players, and the league office – have contributed more than 600,000 hours of hands-on volunteer service, raised more than \$88 million for charity, and created more than 310 places where kids and families can live, learn and play through NBA Cares. NBA Cares works with internationally recognized youth-serving programs that support education, youth and family development, and health-related causes, including UNICEF, the Make-a-Wish Foundation, and the Global Business Coalition on HIV/AIDS, Malaria and Tuberculosis

### **About TOM Group**

TOM Group Limited (HKEx stock code: 2383) is listed on The Main Board of the Stock Exchange of Hong Kong. A leading Chinese-language media conglomerate in Greater China, TOM Group has diverse business interests in Internet (TOM Online), Outdoor Media (TOM Outdoor Media Group), Publishing, Television and Entertainment across markets in Mainland China, Taiwan and Hong Kong. In each of the areas it operates, TOM Group has secured market leadership.

The Group was founded in October 1999 as a joint venture between Hutchison Whampoa, Cheung Kong (Holdings) Limited, and other strategic investors. Headquartered in Hong Kong, the Group has regional headquarters in Beijing, Shanghai and Taipei with about 3,300 employees in more than 20 cities.

### **For more information, please contact:**

NBA China	Sau Ching Cheong	Tel: 8610-52008328	scheong@nba.com
NBA	John Acunto	Tel. 212-407-8255	jacunto@nba.com
TOM Group	Ada Lee	Tel: 852-21217814	corpcomm@tomgroup.com
TOM Online	Kangmin	Tel: 8610-65283399-6276	kangmin@tomonline-inc.com