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BROOKLYN SPORTS & ENTERTAINMENT AND IMG FORM STRATEGIC ALLIANCE TO SECURE TOP SPORTS AND ENTERTAINMENT EVENTS FOR THE BARCLAYS CENTER IN BROOKLYN

University of Kentucky Men's Basketball Coach John Calipari Wants Kentucky to Play the First College Game at the Barclays Center

BROOKLYN, NY – Brooklyn Sports & Entertainment (BSE), an affiliate of Nets Sports and Entertainment, LLC, has formed a strategic alliance with IMG, a global leader in event management and sports and entertainment representation, in which IMG will facilitate the staging of major professional and collegiate sports, and other events to play at the world-class Barclays Center in Brooklyn.

IMG College, a division of IMG, will work with the major universities it represents to introduce the Barclays Center in an effort to bring exciting college sports to the arena. IMG College currently represents the sponsorship, media, and marketing rights for major universities including Arizona, Cincinnati, Connecticut, Florida, Kansas, Kentucky, Michigan, Nebraska, Ohio State, Oregon, Tennessee, and Texas. In addition, IMG College, through its Collegiate Licensing Company, has relationships with nearly 200 universities, conferences, bowls and the NCAA.

The head basketball coach at one of IMG's partner universities is already interested in playing at the Barclays Center.

John Calipari, the first-year coach of the nation's No. 3 ranked University of Kentucky's men's basketball team, is seeking to have UK play in the first college basketball game at the Barclays Center when the arena opens in 2012.

"It would be an unbelievable thrill for Kentucky, with its celebrated history, to play the first college basketball game at the Barclays Center," said Calipari. "Basketball is really the heart of Brooklyn, and there's no place that has developed more all-time great players than the borough. There's no question about it: we want to play there first."

In addition to college basketball, IMG will assist BSE in staging college hockey, high-profile tennis events, and high school sports at the Barclays Center.

IMG also will produce non-sports events at the Barclays Center, such as fashion-related programming through its IMG Models division.

“Our strategic alliance with IMG, the world's premier and most diversified sports, entertainment, and media company, clearly demonstrates the first-class programming that is in store for the Barclays Center and Brooklyn,” said Brett Yormark, President and CEO, BSE. “The Barclays Center will have the best in sports and entertainment and will provide visitors with a memorable experience each and every night.”

“We are excited to align with Brooklyn Sports & Entertainment and plan to work with our unparalleled list of clients to stage high-profile events at the Barclays Center and to help make it the place to be,” said George Pyne, President, IMG Sports & Entertainment.

Overall, the Barclays Center, which will seat 18,000 for basketball and up to 19,000 for concerts, will hold more than 200 events annually. Most suite buyers will have access to all Barclays Center events, which, in addition to an extensive range of professional and collegiate sports, will include world-class concerts, family shows, NETS Basketball, and much more.

The Barclays Center will have 104 suites, which will go on sale to the general public this month.

Construction on the Barclays Center site is ongoing and the arena will open in 2012.

In January 2007, Barclays, a leading global financial services company, and the NETS announced a multi-faceted strategic marketing and media partnership that includes a 20-year naming rights of the arena.

In addition to Barclays, the Barclays Center currently has 10 major partners, including: ADT, Cushman & Wakefield, EmblemHealth, MetroPCS, MGM Grand at Foxwoods, Jones Soda, Haier America, Phillips-Van Heusen, Anheuser-Busch, and High Point Solutions.

For more information on the Barclays Center log on to www.barclayscenter.com.

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