

ABOUT THE BROOKLYN ARENA AND BROOKLYN ATLANTIC YARDS

**-- Residential, Retail and Commercial Buildings
and Landscaped Public Open Space --**



PROJECT OVERVIEW

Brooklyn Atlantic Yards addresses several issues for both Brooklyn and New York City. New York City requires new housing that meets all levels of need and income – and additional office space to create and retain new jobs. The project has four essential components, which support and complement each other: the Arena, commercial space and housing – interspersed with a significant amount of publicly accessible open space to enhance existing neighborhoods. The “Brooklyn Nets” will give Brooklyn the pride of watching a hometown sports team once again; and the Frank Gehry-designed Brooklyn Arena and residential and commercial buildings surrounding it will be important new architectural icons, making downtown Brooklyn a must-see destination.

While the final details of the plan are still subject to an agreement among the City , the State, the Metropolitan Transportation Authority and Forest City Ratner Companies, the proposed 7.7 million zoning square feet at Brooklyn Atlantic Yards would be divided into approximately:

- 800,000 square feet for the sports arena – with 19,000 seats for basketball games and 20,000 as configured for other events, such as concerts;
- six acres of publicly accessible open space;
- 4.4 million square feet of residential, in approximately 4,500 units
- 2.1 million square feet of commercial office space;
- 300,000 square feet of retail space;
- 3,000 parking spaces.

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It's estimated that the full Brooklyn Atlantic Yards development will take approximately 10 years to complete. During Phase 1, the Arena and its rooftop public park will be constructed, along with 300,000 square feet of the commercial space, support space for the Arena and possibly one residential building. The complex has been planned to look whole and complete during each phase of construction.

LOCATION, TRANSPORTATION AND EXISTING USES

Generally bounded by Flatbush Avenue, Atlantic Avenue, Vanderbilt Avenue and Dean Street, the project consists of six blocks of varying size. The site – approximately halfway between the Brooklyn Bridge and Prospect Park – sits between the Brooklyn Academy of Music and the neighborhoods of Fort Greene, Prospect Heights, Park Slope and Boerum Hill.

The site is adjacent to Atlantic Terminal, the third-largest transportation hub in New York City. Nine subway lines and the Long Island Railroad converge at this terminal, providing quick and convenient access to all five boroughs and Long Island. Creating a node of higher density around the transportation hub at Atlantic Terminal will allow Brooklyn to grow while preserving the character of its already developed neighborhoods.

The Brooklyn Arena will sit on a three-block parcel of land at the intersection of Flatbush and Atlantic Avenues – the same area where Walter O'Malley, the legendary owner of baseball's Brooklyn Dodgers, had envisioned a home for his team nearly half a century ago.



**Map of Brooklyn
Atlantic Yards Site**

The primary existing use on the proposed site is a rail storage yard for the Long Island Railroad, which has created a strong psychological and physical barrier between the neighborhoods north and south of Atlantic Avenue.

THE MASTER PLAN

In preparing the master plan for Brooklyn Atlantic Yards, Frank Gehry and his team were conscious of the balance between the needs of the existing communities and those of the people who would live, work in or visit the new complex. Their goals for the project include:

- To develop the Arena as an iconic building, visible from both Atlantic and Flatbush Avenues;
- To respect the scale of the existing neighborhoods surrounding the site;
- To vary the heights of the buildings and entrances to the site for pedestrian circulation, to give appropriate scale and length to the streetwall along Atlantic Avenue;
- To recognize the importance of the intersection of Flatbush and Atlantic Avenues – on the main axis of Brooklyn – by establishing a significant landmark tower marking this intersection as an urban node approximately halfway between the Brooklyn Bridge and Prospect Park;
- To enhance the use of public transportation and the pedestrian experience at the intersection of Flatbush and Atlantic Avenues by reactivating existing connections to mass transit and connecting these to the new development and Arena, as well as making Atlantic Avenue more pedestrian-friendly;
- To create new public open space, designed to organize the placement of the buildings such that pedestrian experiences are enhanced and each open space has a deliberate relationship with the surrounding uses;
- To create 24-hour, diverse activities even when the Arena is not in use;
- To provide sufficient parking to meet the demands of the Arena and additional development.

Four office buildings surrounding the Arena will place 2.1 million square feet of commercial space within a few blocks of the mass transit hub, and allow the rest of the site to be occupied by residential buildings. These will contain affordable, middle- and market-rate housing for rent and for purchase. The buildings will vary in scale and in height, making appropriate transitions to the neighborhoods surrounding them. The northernmost building on the site, an office building, will be set back slightly from the intersection of Atlantic and Flatbush Avenues, to maintain the view corridor to the Williamsburg Bank building. The point of this triangle will become part of an “urban room,” a new

exterior space formed by raising the office building on *pilotis* (a term coined by famed architect Le Corbusier, *pilotis* are columnar structures designed to raise the mass of a building off the ground). Travelers will enter or exit the transportation hub as well as the Arena and the northernmost office building through the urban room, which will also contain retail shops. A glassed-in restaurant will be positioned at the top of the urban room, giving additional life to the intersection.

The roof of the Arena offers an exciting opportunity to create new public space, with 52,000 square feet in four lushly landscaped areas for passive recreation and a promenade along the outside edge of the roof with outstanding panoramic vistas facing Manhattan. For active recreation, an outdoor ice-skating rink connects the four gardens; in warmer months the rink will become a running track. This open space not only provides a destination for community residents as well as for the workers in the office buildings – it also allows the commercial buildings surrounding the arena to be connected at the sky-lobby level.

Some 300,000 square feet of retail space are interspersed within the residential areas to reinforce the open space, including along Atlantic Avenue and neighboring streets. A variety of retail establishments will service the people who live and work in the complex. The retail spaces woven throughout the residential areas are proposed to be community-oriented and the public open space there will be filled with major amenities – public art, culture, great restaurants to draw the public into the complex.

Atlantic Avenue will be transformed into a tree-lined boulevard, with a wider, pedestrian friendly sidewalk on the south side of the avenue. Demapping Pacific Street between Carlton and Vanderbilt will create a large, publicly accessible open space in combination with higher-density residential. The plan proposes passive open space, with a series of hierarchical elements to organize the space, such as a large grass mound, a reflecting pool, and urban plazas at either end to connect to Vanderbilt Avenue and Pacific Street. Altogether, the master plan calls for six acres of open space throughout the complex, encouraging both passive and active recreation by residents of Brooklyn Atlantic Yards and its neighboring communities as well as visitors.

PUBLIC PROCESS

The Brooklyn Atlantic Yards will be developed as a general project plan of the State's ESDC, which is subject to environmental review under the State's Environmental Quality Review Act (SEQRA). This review will include public hearings and community participation. The developer, Forest City Ratner

Companies, has a long history of working cooperatively with Brooklyn's civic, business and community leaders – as evidenced throughout the 15-year development of MetroTech Center – and will continue to do so on this important project.

DEVELOPMENT COSTS

The cost of the entire Brooklyn Atlantic Yards project – including residential, commercial and retail space and public amenities – is estimated at more than \$2.5 billion over a ten-year period. The Arena will be primarily privately funded. Incremental revenues will be derived from sales taxes on tickets, food and merchandise sold at the new Arena.

ECONOMIC BENEFITS

Brooklyn Atlantic Yards will bring a huge infusion of new jobs to the area – more than 15,000 construction jobs, over 10,000 permanent jobs created and/or retained in the commercial offices, 400 permanent jobs at the Arena and additional indirect benefits.

DEVELOPMENT SCHEDULE

Investors acquire the Nets basketball team, a franchise of the NBA.

Phase 1: Arena development to begin at the end of 2004, with completion set for the summer of 2006.

Future phases: Development of commercial and residential buildings, as well as the complex's remaining parking facilities and public open space.

PROJECT TEAM

Developer: Forest City Ratner Companies

Architects: Gehry Partners, LLP

Landscape Architects: Olin Partnership

Structural Engineers: Thornton-Tomasetti Group

Mechanical, Electrical and Plumbing Engineers: Flack + Kurtz

FOR FURTHER INFORMATION CONTACT:

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ABOUT FOREST CITY RATNER COMPANIES

Forest City Ratner Companies is a vertically integrated, full-service real estate firm that develops predominately for its own portfolio. One of the leading developers of commercial, retail and residential properties, the company has developed, primarily for its own portfolio, over 10 million square feet as well as more than 900 hotel rooms in two urban hotel complexes. Another 4.5 million square feet, including residential, office and retail space, is presently in development.

Forest City Ratner Companies' projects can be found throughout the five boroughs of New York City, New Jersey and Pennsylvania. The company is an affiliate of Forest City Enterprises, one of the largest mixed-use property owners in the United States, with a portfolio of assets of more than \$5.2 billion. While publicly traded on the New York Stock Exchange (ticker symbol: FCE), the company remains family controlled, which ensures a strong commitment to creating and maintaining long-term value in all of its properties.

- FCRC's flagship development – **MetroTech Center** – is a \$1 billion, 7 million square-foot office, academic and high-tech development in Downtown Brooklyn featuring two acres of public open space. The 14-building complex was begun in 1988; the final two buildings in the original master plan are detailed below:
- **9 MetroTech Center South**, a 675,000 square-foot, 19-story office building just opened in the summer of 2003. Empire Blue Cross and Blue Shield, the largest health insurer in New York State, is the anchor tenant, occupying 395,000 square feet of office space on ten floors;

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- **330 Jay Street**, also known as 12 MetroTech Center, is the site of the state-of-the-art home for the Kings County Supreme and Family Courthouse, as well as new commercial office space, in the heart of Downtown Brooklyn. The 32-story building, containing 1.1 million square feet of space, will open in 2005.
- Other key FCRC projects in **Brooklyn** include:
 - **Atlantic Terminal Office and Retail Complex**, a ten-story, 400,000 square-foot office building is being constructed above a four-story, 375,000 square-foot retail shopping center and rehabilitated subway and Long Island Railroad stations. The Bank of New York will occupy 320,000 square feet of space on eight floors;
 - **Atlantic Center**, a 400,000 square-foot retail center in Downtown Brooklyn, opened in November 1996;
 - **One Pierrepont Plaza**, a 651,000 square-foot, \$138 million, 19-story office building opened in 1988, the first new office building in Downtown Brooklyn in 25 years.
- High profile projects in **Manhattan** include:
 - The new **New York Times Company Headquarters**, a 52-story, 1.54 million square-foot office building on Eighth Avenue at 41st Street. Construction is expected to begin in 2004;
 - The **Hilton Times Square, Entertainment and Retail Development**, a \$300 million, 610,000-square-foot complex opened in 2000 that includes the 444-room Hilton Times Square Hotel, a 25-screen AMC Cineplex and Madame Tussaud's Wax Museum;
 - **Harlem Center**, an \$80 million mixed-use project that includes up to 130,000 square feet for retail use (which opened in 2003) and 146,000 square feet of office space along Malcolm X Boulevard and 125th Street, Harlem's principal commercial thoroughfare.
- Projects FCRC has developed in **Lower Manhattan**:
 - A 600,000 square-foot **mixed-use complex in Battery Park City**, opened in June 2000, featuring a 14-story, 463-suite Embassy Suites Hotel, retail stores, and a 4,500-seat, 16-screen Regal Cinema;
 - **111 Worth Street**, a 330-unit residential and retail development, the first residential building constructed in Lower Manhattan after the 9/11 attacks; the building opened in 2003;
 - The 500,000 square-foot headquarters for the **New York Mercantile Exchange** in the World Financial Center at Battery Park City, completed in the spring of 1997.

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ABOUT FRANK GEHRY

Raised in Toronto, Canada, Frank Gehry moved with his family to Los Angeles in 1947. Mr. Gehry received his Bachelor of Architecture degree from the University of Southern California in 1954, and he studied City Planning at the Harvard University Graduate School of Design.

Mr. Gehry has built an architectural career that has spanned four decades and a wide range of both public and private buildings, constructed in America, Europe and Asia. Mr. Gehry's work has been celebrated in major architectural publications and in national and international trade journals and his architectural drawings and models have been exhibited in major museums throughout the world.

Selected Awards and Honors

- 1974 • Elected to the College of Fellows of the American Institute of Architects (A.I.A.)
- 1977 • Arnold W. Brunner Memorial Prize in Architecture from the American Academy of Arts and Letters
- 1987 • Named a Fellow of the American Academy of Arts and Letters
- 1989 • Pritzker Architecture Prize, honoring "significant contributions to humanity and the built environment through the art of architecture"
 - Named a trustee of the American Academy in Rome
- 1991 • Named a Fellow of the American Academy of Arts and Sciences
- 1992 • Wolf Prize in Art (Architecture) from the Wolf Foundation
 - Praemium Imperiale Award by the Japan Art Association to "honor outstanding

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contributions to the development, popularization, and progress of the arts”

- 1994 • Dorothy and Lillian Gish Award for lifetime contribution to the arts (first recipient)
 - Named Academician by the National Academy of Design 1998
 - National Medal of Arts
 - Friedrich Kiesler Prize (first recipient)
 - Named Honorary Academician by the Royal Academy of Arts

- 1999 • Lotos Medal of Merit from the Lotos Club
 - Gold Medal from the American Institute of Architects

- 2000 • Gold Medal from the Royal Institute of British Architects
 - Lifetime Achievement Award from Americans for the Arts

- 2002 • Gold Medal for Architecture from the American Academy of Arts and Letters

- 2003 • Inducted into the European Academy of Sciences and Arts
 - Designated as a Companion to the Order of Canada

Mr. Gehry has received honorary doctoral degrees from the Rhode Island School of Design, the California Institute of Arts, the Otis Art Institute at the Parsons School of Design, the University of Toronto, Yale University, Harvard University, and the University of Edinburgh. In 1982, 1985, and 1987-89, Mr. Gehry held the Charlotte Davenport Professorship in Architecture at Yale University.

In 1984, he held the Eliot Noyes Chair at Harvard University. In 1996-97, he was a visiting scholar at the Federal Institute of Technology in Zürich, Switzerland.

Mr. Gehry’s buildings have received over 100 national and regional A.I.A. awards.

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ABOUT GEHRY PARTNERS, LLP

Founded in 1962 in Los Angeles, California, **Gehry Partners, LLP** is a full-service firm with broad international experience in museum, theater, performance, academic, and commercial projects. Every project undertaken by Gehry Partners is designed personally and directly by Frank Gehry.

At the heart of the firm's approach to design is a method in which the client is brought fully into the design process as a member of the design team, making the design a true collaboration between architect and client. All of the resources of the firm and the extensive experience of the firm's senior partners are available to assist in the design effort and to carry this effort forward through technical development and construction administration.

The design process is based on extensive physical modeling at multiple scales, in which both the functional and formal aspects of a project are explored in detail. Very early in the process, actual building materials and large-scale mock-ups are employed to promote understanding of the design among all involved parties. Working simultaneously with the formal image at the urban scale and with materials and building systems at the detail level, every project undertaken by Gehry Partners evolves in response to the specific programmatic and budgetary goals defined by the client.

The 135-person staff of Gehry Partners includes a large number of senior architects who have extensive experience in the technical development of building systems and construction documents and who are highly qualified in the management of complex construction projects. In addition, the firm relies on the use of CATIA, a highly sophisticated three-dimensional computer modeling program originally created for use by the aerospace industry, to thoroughly document designs and to rationalize the bidding, fabrication and construction process.

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The work of Gehry Partners has been featured widely in national and international newspapers and magazines, and has been exhibited in major museums throughout the world. **Recent projects include:**

- The *Walt Disney Concert Hall* in Los Angeles, California, completed 2003;
- The *Guggenheim Museum Bilbao* in Bilbao, Spain, completed 1997;
- The *DZ Bank Building*, adjacent to the Brandenburg Gate in Berlin, Germany; completed 2000;
- *Der Neue Zollhof*, an office complex in Düsseldorf, Germany, completed 1999;
- The *Nationale-Nederlanden Building* in Prague, Czech Republic, completed 1996;
- The *Experience Music Project* in Seattle, Washington, completed 2000;
- The *Fisher Center for the Performing Arts at Bard College* in Annandale-on-Hudson, New York, completed 2002;
- The *Peter B. Lewis Campus of the Weatherhead School of Management* at Case Western Reserve University in Cleveland, Ohio; completed 2002;
- The *Vontz Center for Molecular Studies* at the University of Cincinnati in Cincinnati, Ohio, completed 1999;
- *Maggie's Centre*, a cancer patient care center in Dundee, Scotland, completed 2002;
- The *Team Disneyland Administration Building* in Anaheim, California, completed 1997;
- The *EMR Communication and Technology Center* in Bad Oeynhausen, Germany, completed 1995;
- The *Frederick R. Weisman Art Museum* at the University of Minnesota in Minneapolis, Minnesota, completed 1993;
- The *University of Toledo Center for the Visual Arts* in Toledo, Ohio, completed 1992;
- The *Vila Olimpica Retail and Commercial Complex* in Barcelona, Spain, completed 1992;
- The *Chiat/Day Office Building* in Venice, California, completed 1991;
- The *Vitra International Furniture Museum and Factory* in Weil am Rhein, Germany, completed 1989;
- And the *Vitra International Headquarters* in Basel, Switzerland, completed 1994.

Selected current projects of Gehry Partners include:

- The *Ray and Maria Stata Center at the Massachusetts Institute of Technology*, projected completion, 2003;
- The *Millennium Park Music Pavilion and Great Lawn* in Chicago, Illinois, projected completion 2004;
- The *Marques de Riscal Winery* in Elciego, Spain, groundbreaking 2003;
- The *Ohr-O'Keefe Museum* in Biloxi, Mississippi, groundbreaking 2003;
- The *Corcoran Gallery and School of Art* in Washington, DC, groundbreaking 2005;
- *Princeton University Sciences Library*, project design approved November 2003.

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ABOUT LAURIE OLIN AND OLIN PARTNERSHIP

Laurie Olin's work as a landscape architect and urban designer examines the role that common aspects of the environment play in creating exemplary and uncommon landscapes. Currently a Practice Professor of Landscape Architecture and Regional Planning at the University of Pennsylvania, Mr. Olin served as the Chair of the Landscape Architecture Department at the Graduate School of Design at Harvard University from 1982-1986. In 1991, he won the Bradford Williams Medal for his writing on the history and theory of landscape architecture, and in 1998 he received the Award in Architecture from the American Academy of Arts and Letters.

Olin Partnership is an internationally acclaimed, award-winning landscape architecture and urban design firm dedicated to creating artistic, sensitive and timeless environments. Olin Partnership has directed some of the most extraordinary transformations of the human environment in the last several decades, including Bryant Park in New York City and Canary Wharf in London.

At the heart of the firm's philosophy is its aspiration to raise landscape architecture—an art form that combines ecological and social responsibility—to a position as the most influential field in the design and planning of human settlements. Olin Partnership strives to synthesize the demands of art and science while acknowledging the sometimes-conflicting requirements of outdoor environments. The hallmarks of Olin Partnership designs are powerful, imaginative concepts, fine craftsmanship and the use of handsome, lasting materials to create beautiful, useful and meaningful places.

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Founded in 1976 as Hanna/Olin by two leaders in the field of landscape architecture, the current firm was formed in 1995 by original founder Laurie Olin and three other principals, Lucinda Sanders, Dennis McGlade and Susan Weiler.

The diverse experience of the firm encompasses environmental analysis; master and site planning; and landscape design, documentation and construction administration – a depth of expertise that allows the firm to undertake a broad range of projects, including mixed-use urban developments such as Brooklyn Atlantic Yards, corporate headquarters, educational and cultural institutions, and public parks and civic spaces. The 40-plus staff of landscape architects, architects, designers and planners collaborates with a broad range of design and technical professionals to bring complex and imaginative design concepts to fruition. Often, the circumstances of a project force the firm to create usable environments where none previously existed.

Olin Partnership projects recently received five awards from the American Society of Landscape Architects, including the 2003 Design of Honor Award for the J. Paul Getty Center in Los Angeles and the Battery Park City Landmark Award.

Recent and current landscape and urban design projects include:

- The *Beringer Vineyards* in the Napa Valley, California;
- The *University of Pennsylvania* in Philadelphia, Pennsylvania;
- *A Children's Garden* at the *Fort Worth Botanic Garden* in Fort Worth, Texas;
- The *University of Virginia Art Museum* in Charlottesville, Virginia;
- The *Washington Monument* in Washington, D.C.;
- The *Brancusi Ensemble* in Targu-Jiu, Romania;
- The *Bethel Performing Art Center* in Bethel, New York;
- *Winter Garden* and *Reader's Garden* for The Midway Plaisance, Chicago, Illinois;
- The *Stanford University Science and Engineering Quadrangle*, in Palo Alto, California;
- The *J. Paul Getty Center* in Los Angeles, California;
- *Cayman Shores Development – West Indian Club* in the Cayman Islands.

FOR FURTHER INFORMATION CONTACT:

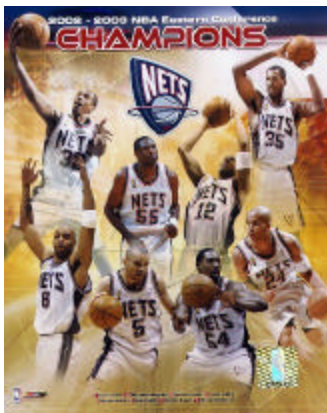
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ABOUT THE NETS BASKETBALL TEAM



The Nets are coming off the two greatest seasons in the Team's 27-year history—seasons culminating with trips to the NBA Finals. One of the most exciting and explosive young teams in the NBA, the Nets play an up-tempo style of basketball that emphasizes ball movement and team defense. All-Star point guard, team leader and all-around court-general Jason Kidd heads the team, supported by a talented group of young players, including forwards Kenyon Martin and Richard Jefferson. Guard Kerry Kittles, center Jason Collins and promising prospects Zoran Planinic, Lucious Harris and Aaron Williams help round out the roster. The Nets compete in the Atlantic Division of the Eastern Conference against the Boston Celtics, Miami Heat, New York Knicks, Orlando Magic, Philadelphia 76ers and Washington Wizards.



The Team's climb to the top of the league began in June 2000 when Rod Thorn was brought aboard as President and General Manager. Thorn's first major decision was to hire Byron Scott—a three-time NBA Champion and a 14-year NBA veteran—to serve as the Team's Head Coach. Together, the duo built a championship-caliber roster of players and designed a playbook to match. In the 2001-02 season, just Scott's second, the coach guided the Team to its best season ever and took them to their first-ever NBA Finals. The Team finished the 2002-03 season with the second-best

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record in the Eastern Conference and finished its season with its second consecutive Eastern Conference Championship.

Despite those great successes, management and ownership remain focused on winning the ultimate prize, the NBA Championship. With the re-signing of Jason Kidd to a long-term contract before the start of the 2003 season, the Team appears poised to be a contender yet again. Further, the club is preparing itself for the future by drafting high-quality European prospects like 2003 first-round pick Zoran Planinic from Croatia.

Nets History

The New Jersey Nets have been a member franchise of the NBA since 1976. Since inception, the Team has played in six different arenas in the New York Metropolitan Area; and beginning 1981, the Nets have played their home games in the Continental Airlines Arena in East Rutherford, New Jersey's Meadowlands Sports Complex.



The New Jersey Nets franchise began as one of the eleven original teams of the American Basketball Association (ABA). It was not until the 1976 season, however, that the Nets joined the NBA as part of a four-team merger with the ABA. The franchise had its first winning season in the NBA in 1981-82, which was also the Nets' first season at home in the brand new Brendan Byrne Arena at the Meadowlands. In November of 1998, the Nets were sold to a group of investors led by Ray Chambers and Lewis Katz.

Key Nets Personnel



President and General Manager

Rod Thorn has served as a player, assistant coach, head coach, general manager and League officer during his career. Since coming to the Nets in 2000, he has been the Team's President and General Manager. Widely respected throughout the League, Thorn was the man responsible for drafting Michael Jordan in 1984 when he was the general manager of the Chicago Bulls. Today, Thorn manages both the basketball and the administrative side of the Nets' operation.



Head Coach

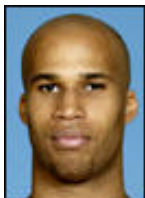
Byron Scott joined the Nets as Head Coach in June 2000, following two seasons as assistant coach with the NBA's Sacramento Kings. Perhaps best known as an integral member of the "Showtime" Los Angeles Lakers of the 1980s, Scott has brought the winning tradition he learned from legendary coach Pat Riley as a three-time champion with the Lakers. Under Scott, the Nets have become one of the elite teams in the East and won two consecutive Eastern Conference titles.



Jason Kidd (6'4", 212 pounds) is the starting point guard and a six-time NBA All-Star, including four selections as a starter. He was named First-Team All-NBA in four consecutive seasons beginning in 1999, and, in 2003 was named Second Team All-NBA. Known primarily as a playmaker and passer, Kidd is one of only four players in NBA history to lead the league in assists for three consecutive seasons (1999-2001). Currently, he leads the league in assists per game (9.1), triple-doubles (4) and is 9th in steals (33). In addition to leading the team in assists and three-pointers (1.6 per game), Kidd is the team's second leading scorer (16.6 points per game) and rebounder (6.4 per game).



Kenyon Martin (6'9", 234 pounds) is the Team's starting power forward. Last year, Martin established himself as one of the most productive frontcourt players in the Eastern Conference. The fourth-year player leads the team in scoring (17.7 points per game), rebounding (9.7 rebounds per game) and blocks (1.7 per game). Martin ranks 15th in the league in rebounding and 18th in the league in blocked shots. In his first season, Martin was named to the NBA All-Rookie First Team.



Richard Jefferson (6'7", 222 pounds), in his third season in the NBA, is the Nets' small forward. In his first year, Jefferson was named rookie of the month for January and was voted to the All-Rookie second team. Last season, Jefferson emerged as one of the NBA's rising stars, averaging 15.5 points on 50% shooting and 6.4 rebounds per game. This season, his third, Jefferson leads the team in minutes per game (38.3), is second on the team in assists (3.6 per game) and third on the team in scoring and rebounding (with 15.4 and 6.1 per game, respectively).



Kerry Kittles (6'5", 180 pounds), a guard in his seventh pro season, is a dangerous three-point shooter and a perennial league-leader in steals. Currently seventh on the Nets all-time scoring list and the all-time team leader in three-pointers, he leads the team in steals, with over two per game. This season, Kittles is averaging 12 points per game, 3.5 rebounds per game and 3.0 assists per game.



Jason Collins (7', 260 pounds), in his third season in the NBA, is the Nets' center. This first-round draft pick out of Stanford is a solid defender who excels in rebounding, blocking shots and passing. Collins has improved in 10 statistical categories since his rookie year. He's currently averaging 7.8 points and 5.1 rebounds per game.

Media Broadcast Partners



YES Network: The Nets have a long term agreement with YES Network to broadcast both Nets' home and away games. The cable channel also airs New York Yankees and other professional and collegiate sports events. The channel is available to viewers in New York, Connecticut, and parts of New Jersey and Pennsylvania.



WOR Radio 710 AM: Currently, WOR Radio 710 AM broadcasts Nets games to the New York Metropolitan area market. Commencing with the 2002-03 NBA season, however, the YES Network has the exclusive right to the local broadcast.

National Basketball Association



The NBA is one of the most popular professional sports leagues in the world. The league is the preeminent source of basketball entertainment and has a truly unique image and brand position within the urban and suburban marketplace. Collectively, NBA franchises earned revenues in excess of \$2.3 billion during the 2001-02 season, over 50% more than the \$1.5 billion earned just six months earlier. The League has experienced rapid growth and has established eight expansion franchises since its merger with the ABA in 1976. In January 2003, the NBA awarded an expansion franchise to the city of Charlotte, North Carolina for a record fee of \$300 million.

The NBA is truly global in its scope, with games broadcast to 205 countries and seen in over 750 million households worldwide each year. The unprecedented success of basketball in the World Championships and the Olympic Games has fueled an increase in the popularity of the game across the

world. As a result, the NBA is rapidly expanding its international footprint and anticipates significant international growth over the next few years. This popularity has inspired a new class of skilled international players (65 players from 34 different countries played in the league in 2002-03) making significant contributions to the NBA and attaining All-Star status in record numbers.

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ABOUT BERNARD KING

Born and raised in the Fort Greene section of Brooklyn, Bernard King had a remarkable basketball career. A 6'7", 205-pound forward, King was a prep star at Brooklyn's Fort Hamilton High School before moving on to play for the University of Tennessee. In 1977, after his junior year at Tennessee, King was drafted with the seventh pick by the New York Nets (the franchise moved to New Jersey before the 1977-78 season). His younger brother, Albert, also had a distinguished career with the Nets.

Although Bernard King established himself as a dominant offensive force with the Nets and Golden State Warriors (for whom he made his first All-Star game appearance in 1982), King's career truly took off after he signed with the New York Knicks in '82. As a Knick, King made two trips to the All-Star game (1984 and 1985) and was twice named to the All-NBA First Team (1984 and 1985). In 1984-85, he won the NBA scoring title, averaging a career-high 32.9 points per game.

At the end of that storybook season, King tore the anterior cruciate ligament in his right knee, an injury that many doctors considered career-ending. Indeed, King missed the entire next season and all but the final six games the following year as well. However, in those six games, King averaged 22.7 points – proving that his two years of intense and dedicated rehabilitative work had been well worth it. Almost miraculously, King increased his scoring in each of the following

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three seasons. He capped his remarkable comeback by making his fourth All-Star game appearance—at age 34—in 1991. King retired from the NBA in 1993. During his career, he amassed 19,655 points in 874 games for a 22.5 points-per-game average and shot an impressive 51.8% from the field.

Since leaving the NBA, King has been no less impressive. A Renaissance man, he is an art collector who has lent works to museum and exhibitions, was instrumental in bringing an acclaimed production of playwright August Wilson's to Broadway, appeared in a number of television shows and developed a stellar broadcasting career, including stints as a radio host and an on-air reporter.

King continues to work with a number of different community service and charitable groups – just as he did throughout his playing days – including the Dance Theater of Harlem, the National Cancer Society, the Police Athletic League, the Boys Club of America and the Juvenile Diabetes Foundation.

King lives near Atlanta with his wife Shana and young daughter, Amina. His parents still live in Brooklyn.

FOR FURTHER INFORMATION CONTACT:

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