

NEWS

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EDUCATION ON AND OFF THE COURT

AND 1 MIX TAPE TOUR 2005 PLAYERS VISIT OAKLAND BOYS & GIRLS CLUB

OAKLAND, Calif. – May 20, 2005 – AND 1 Mix Tape Tour 2005 returns to the Oakland Arena on Friday, June 10th at 7:30 p.m. with a stop at the Oakland Boys & Girls Club of America on Thursday, June 9th from 11:00 a.m. to noon in an effort to show children how important an education is to their future success.

The AND 1 Mix Tape Tour will hit 30 cities from June 10th to August 27th this summer. In each city the tour will host an Open Run, expo area and game showcasing the world's best streetballers. The Tour features the newly signed Spyda, Baby Shack, Pharmacist and Spinmaster as well as streetball legends Main Event, Half Man, AO, Professor and others taking on the best basketball talent each city can bring, with local ballers vying for a spot on the roster and an endorsement deal with AND 1.

AND 1's series of basketball videos and DVDs known as the 'AND 1 Mix Tapes' have attained cult status among hard-core ball players. In only six years, the AND 1 Mix Tape Tour has reached over 675,000 basketball fans and elevated the Mix Tape Tour players to international icons.

Three of the players -- Spinmaster, Syk Wit It and Spyda -- will visit The Carr Clubhouse on Thursday, June 9th from 11:00 a.m. to noon to meet with 150 children from the Oakland Boys & Girls Club. Each of these children have been asked to write an essay about what their street ball name would be if they were an AND 1 Mix Tape player and why. On Thursday, they will be broken up into age groups, and one child from each age group will be chosen based on grammar, content and punctuation of his or her essay. Each player will take turns reading the winning essay to all of the children.

Spinmaster from Pasadena, CA, Syk Wit It also from Pasadena, CA, and Spyda from Atlanta, GA will then talk to the children about their own life, and how they came to be part of the tour. The children will have the opportunity to get autographs and pictures with the players. If time permits, two of the streetballers will participate in an improve game with two of the children. All of the children participating in the program will receive tickets to go to the show.

“We hit 30 cities over the course of the summer playing games in major arenas. Spending time with the youth in each market and talking to them about the importance of education is one of the most rewarding experiences that I have had,” said AND 1's Spinmaster. “Being a native of Pasadena, I am particularly looking forward to interacting with the kids in Oakland and the other California cities we will play in.”

AND 1 MIX TAPE TOUR 2005 AT THE OAKLAND ARENA/2

At each stop of the tour, those who are interested in streetball may compete in “American Idol” fashion, with one player chosen from each market to move on to the next level. At the end of the tour, all winners then compete against each other for a position on the AND 1 Mix Tape Tour Team. Oakland’s Open Run registration begins at 3:30 p.m. on Friday, June 10th, with the competition starting at 4 p.m.

For more information on AND 1, visit www.and1.com. Media is invited to register at www.and1press.com for additional press information, hi-resolution photography and registration for AND 1 Mix Tape game credentials, (b-roll available upon request). Any questions and inquiries may be answered by contacting Jennifer Cooke at (510) 383-4930.

Media interested in filming the Open Practice on Thursday, June 9th, may contact Jennifer Cooke directly to schedule.

The RCA Group, formed in 1984 by Russ Cline, is a sports and entertainment production/promotion company located in Kansas City. With a collective 75 years of experience in event entertainment, RCA Group provides turnkey event production services, sponsor management and event activation; clients include ESPN ABC Sports, with whom RCA Group works the Summer & Winter X Games, United States Tennis Association and National Lacrosse League.

The Oakland-Alameda County Coliseum Complex, including the Oakland Arena and McAfee Coliseum, is home to the Oakland Athletics, Oakland Raiders and Golden State Warriors as well as a host of other sporting events, concerts and family shows. The Coliseum Complex is jointly owned by the City of Oakland and Alameda County and managed by the Oakland Coliseum Joint Venture (OCJV), owned in majority by SMG. SMG is the world’s leading company in the private development and management of public assembly facilities, including 170 properties in arenas, stadiums, convention centers, performing arts centers and recreational facilities around the world.

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