



# NEWS RELEASE



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## NBA Champion Boston Celtics Guard Eddie House and Son to Appear in Cartoon Network's *My Dad's A Pro*

Short-Form Series is First Programming Initiative from Newly Announced  
Cartoon Network/NBA Partnership



Cartoon Network and the NBA today announced that NBA Champion Boston Celtics guard Eddie House and his seven-year-old son Jaelen will be the first father-son duo to appear in the newly created short-form series, *My Dad's A Pro*. Stuart Snyder, president and COO of Turner Animation, Young Adults & Kids Media, and NBA Commissioner David Stern made the announcement today at the annual Cartoon Network Upfront presentation in New York. Cartoon Network is developing *My Dad's a Pro* to coincide with the NBA's season tip-off in fall 2009.

*My Dad's A Pro* is the first series of the recently announced multifaceted partnership between Cartoon Network and the NBA, in which the two entities will be developing long- and short-form basketball-themed content across a wide variety of platforms, including online, mobile, VOD and on-air. The series, debuting this fall, follows the day-to-day life of Jaelen House, the son of Celtics guard Eddie House. A robust and sustained basketball section will also launch on CartoonNetwork.com this fall. The customized branded environment will allow sports fans to share their passion for the game throughout the year with a mix of basketball-themed multimedia content.

"*My Dad's a Pro* is a first of its kind. Cartoon Network viewers will get to see what life is like for the best basketball players in the world through the unique perspective of their own kids," said Adam Silver, NBA Deputy Commissioner and COO. "We are thrilled to have Eddie and his son Jaelen as the first featured duo in the series."

"Having Eddie and Jaelen on board is a great way for us to tip off this series," said Stuart Snyder, president and COO of Turner Animation, Young Adults & Kids Media. "This partnership with the NBA and our continued relationship with Turner Sports is part of our ongoing strategy at Cartoon Network and is a perfect extension of our brand that will allow us to continue to create even more relevant and compelling content that speaks directly to our audience."

“This is such an exciting opportunity to bring my two biggest passions—my family and my NBA career—together,” said House. “My son Jaelen is a huge Cartoon Network fan and he understands how fortunate he is to be in his position. He can’t wait for the opportunity to give kids across the nation an in-depth look at the ‘not so everyday’ life that he lives.”

House is an eight-year NBA veteran who joined the Boston Celtics in 2007. The Celtics won the NBA championship in 2008 with House playing a key role off the bench as backup guard for Ray Allen and Rajon Rondo. House and his wife Charlsie have three sons: Jaelen and twins, Kaden and Kalek. Jaelen, House’s biggest and most enthusiastic fan, can be seen sitting courtside at most Celtics home games cheering his dad on.

Turner is in its 25<sup>th</sup> year as a media and broadcast partner with the NBA. TNT is the exclusive home of Thursday night NBA regular season doubleheaders. In addition, the network exclusively covers NBA All-Star and will air more than 40 playoff games this year, including exclusive coverage of the Eastern Conference Finals. In addition, Turner also manages the NBA Digital portfolio, which includes NBA TV and NBA.com.

Cartoon Network (CartoonNetwork.com), currently seen in more than 97 million U.S. homes and 166 countries around the world, is Turner Broadcasting System, Inc.’s ad-supported cable service now available in HD offering the best in original, acquired and classic animated entertainment for kids and families. Nightly from 10 p.m. to 6 a.m. (ET, PT), Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animation for young adults 18-34. Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

The NBA, founded in 1946, is a global sports and entertainment brand that features 30 teams in the United States and Canada. During the 2008-09 season, NBA games will reach 215 countries and territories in 41 languages. The league’s worldwide reach will be reflected in the 77 international players from 32 countries and territories on NBA rosters. 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, with more than 50 percent of the site’s visitors come from outside of North America.

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CONTACT:

PRIORITY SPORTS & ENTERTAINMENT

Conor Sammartin

TEL: (312) 667-7700

FAX: (312) 664-5172

Email: conors@prioritysports.biz