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Danny Granger Gets Video Game Deal

Associated Press

Former Lobo Danny Granger, who signed a two-year, \$2.9 million contract with the Indiana Pacers on Thursday, has also signed a deal with a maker of video games.

EA Sports signed a licensing deal with Granger to use his likeness in its advertising.

He's one of three or four rookies EA Sports pursued, said Rob Lefko, president of athlete marketing for Priority Sports, the agency representing Granger.

"In the world of marketing, the best thing you can do is find good fits that a player can be proud of and feel natural with," Lefko said. "One of the first things we found out was Danny loves video games."