



CONNOR SPORT COURT LAYS THE GROUND FOR NBA® 2011 ALL-STAR JAM SESSION® PRESENTED BY ADIDAS®

Los Angeles, California, February 10, 2011—Connor Sport Court International (CSCI) will partner with the NBA to provide more than 65,000 square feet of Sport Court® products and a specially-constructed Connor Quicklock™ wood portable floors for NBA All-Star Jam Session presented by Adidas at the Los Angeles Convention Center Feb.18-21.

The Jam Session features over 10 acres of interactive basketball activities where fans can shoot, slam-dunk, dribble, drive and compete against their friends in skills challenges. Current NBA stars and legends will also be on hand to provide game tips and clinics

“The NBA All-Star Jam Session has selected Sport Court and Connor playing surfaces since 1993,” said Ron Cerny, President and CEO of the Utah-based sports flooring manufacturer.

“Our relationship with NBA All-Star Jam Session began 18 years ago when the NBA All-Star Game was played in Salt Lake City. We couldn’t be more pleased that they’ve continued to select Connor Sport Court, America’s premier manufacturer of athletic surfaces for these outstanding events.”

“With the high standards that the NBA requires, it gives us great comfort to be working with the leader in athletic surfaces for an event like NBA All-Star Jam Session,” said Nora Risti, Director Events & Attractions Group. “Their products are well known for safety and performance.”

An estimated 150,000 fans will take part in NBA All-Star Jam Session and play on nearly 20 basketball courts provided by Sport Court

Connor Sport Court is providing its patented Sport Court Response™ flooring for the event, as well as a 112’ by 60’ Connor Quicklock™ portable hardwood playing surface. Sport Court will also feature a 40 foot by 40 foot activity area that showcases the number one outdoor court surface PowerGame™, the innovative and patented product that has quickly become the leading outdoor basketball surface since its introduction in 2004.

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About Connor Sport Court International

More athletic events are played on Connor Sport Court surfaces than on any other sports flooring in the world. Connor sports floors have established themselves as the standard for professional and collegiate sports since the company was founded in 1872. Sport Court® is a registered trade mark of Connor Sport Court International. Since 1974, it has identified the original and authentic modular sport surface, continuously improved and patented to provide the highest levels of quality and performance. Connor Sport Court is proud to be the only sports surfacing company in the world that is independently audited and verified as “Zero Waste” and fully ISO 9001:2008 and ISO 14001:2004 certified.

About NBA All-Star Jam Session presented by Adidas

NBA All-Star Jam Session presented by Adidas features over 11 acres of NBA All-Star excitement, where the chance to meet and collect free autographs from NBA Players and Legends is just the beginning. Jam Session is non-stop basketball action! Fans can shoot, slam, dribble and drive all day, compete against their friends in skills challenges, and score game changing tips from NBA Players and Legends. Young fans can hang out at Kids Zone - with hoops and interactive activities that are the perfect size for kids' slam dunks, three-pointers and jump shots. Fans can visit the 10,000 square-foot NBA Store that has more NBA All-Star 2010 merchandise than anywhere else. For fans who want NBA Entertainment, Jam Session features the NBA's favorite players, celebrities, mascots and dance teams as they hit Center Court in a variety of basketball competitions, including the NBA All-Star Celebrity Game presented by FINAL FANTASY XIII and the NBA All-Star Practice. NBA All-Star Jam Session when it's even big for California....you gotta BE THERE!

<http://www.nba.com/jamsession/2011/celebrity.html>.

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