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RE-LAUNCH OF BARCLAYS CENTER SHOWROOM

Sales Site for Sponsorships, Suites, and Premium Tickets

-- Sets Stage for 2009 Groundbreaking of the Barclays Center in Brooklyn --

NEW YORK – In reflecting the new innovative design of the Barclays Center in Brooklyn, Brooklyn Sports & Entertainment (BSE), an affiliate of Nets Sports and Entertainment, LLC, has re-launched the state-of-the-art Barclays Center Showroom to further celebrate Brooklyn and the heritage of the NETS basketball team.

The Barclays Center Showroom, open since May 2008 on the 38th floor of The New York Times Building, 620 8th Avenue in Manhattan, is the headquarters for sales of sponsorships and luxury suites for the Barclays Center, the planned world-class sports and entertainment venue and the future home of the NETS. Premium season tickets for NETS games will also be available for purchase at the Showroom.

The multi-media interactive Showroom includes a full-size replicated 10-seat Loft Suite with immersive theater-style viewing to provide prospective suite buyers with the opportunity to experience actual sightlines from any suite during sports and entertainment events. The Showroom also offers a new model of the Barclays Center, the 18,000-seat arena which is being designed by award-winning architectural firms Ellerbe Becket and SHoP Architects. Several images for the new design were released on September 9, 2009 and are available for viewing at www.barclayscenter.com.

Central to its dynamic re-refresh, the Showroom displays new floor-to-ceiling graphics evoking Brooklyn and its rich culture, history, and recent resurgence. The rich heritage of the NETS is also celebrated, with photographs of Julius "Dr. J" Erving from the NETS' early years in the ABA and current NETS All-Star Devin Harris, as well as images of the banners of the 1975-76 ABA Championship team based on Long Island to the 2002-03 Eastern Conference Championship squad in New Jersey. Visitors will also have the opportunity to view a historical timeline of sports and entertainment milestones in Brooklyn.

“The re-launch of the Barclays Center Showroom is about celebrating Brooklyn and the rich heritage of the NETS,” said Brett Yormark, president and CEO of Brooklyn Sports & Entertainment. “We are confident that the changes to the Showroom will better evoke our spectacular and contemporary new design for the Barclays Center. The Showroom will also offer suite and premium season ticket holders a preview of what the experience will be like at the world-class venue as we move closer to groundbreaking this year and to bringing major professional sports and entertainment to Brooklyn.”

Yormark continued: “Since the Showroom debuted last year, we have received extensive interest in sponsorships, suites, and season tickets and we expect that momentum to continue with the re-launch of the Showroom.”

Construction is expected to begin on the Barclays Center later this year, with an anticipated opening during the 2011-12 NETS season.

The state-of-the-art facility will have 18,000 seats for basketball and up to 19,000 seats for concerts. The new design will provide for 100 luxury suites, including 16 Brownstone Suites (16 seats each), 67 Loft Suites (10 seats each), 11 Courtside Suites, four Club Suites, and two Party Suites. It will be the first-time in the New York market that 10-seat suites will be available, which will be marketed in part to the 40,000 small-to-medium-sized companies in Brooklyn.

Besides offering unparalleled sightlines, the suites will include luxurious interiors and finishes, high-definition LCD televisions, first-class catering by Levy Restaurants, the ability to watch NETS games with options for various audio feeds, and Wi-Fi Internet access.

In addition to NETS Basketball, most suite buyers will receive access to other Barclays Center events, anticipated to include world-class concerts, college sports, the circus, ice shows, and much more. Overall, the arena will host over 200 events annually.

The arena will also include 40 loge boxes, six clubs and restaurants, and the Barclays Center Practice Facility on site.

The Barclays Center currently has eight Founding Partners, including ADT, Anheuser-Busch, Cushman & Wakefield, EmblemHealth, MGM Grand at Foxwoods, MetroPCS Communications, Jones Soda Co., and Phillips-Van Heusen.

In January 2007, Barclays, a leading global financial services company, and the NETS announced a multi-faceted strategic marketing and media partnership that includes a 20-year naming rights of the arena.

For more information on the Barclays Center, please go to the newly designed www.barclayscenter.com.