

NBA.com Draws a Majority of Traffic from Overseas Fans in April 2007

China Accounts for More International Visitors than Any Other Single Country

RESTON, VA, May 30, 2007 – comScore, a leader in measuring the digital world, today released the results of study of global visitation to NBA.com, revealing that 12.4 million people age 15 or older from around the world visited the Web site in April 2007. The study also revealed that International visitors represented the majority of the traffic, with more than half (54 percent) coming from outside of North America. The Asia Pacific region accounted for 36.6 percent of visitors, followed by 11.7 percent from Europe, 3.5 percent from Latin America and 2.1 percent from Middle East-Africa.

| NBA.com: Worldwide Visitation by Region (Age 15+) | | |
|---|-----------------------|----------------------------|
| April 2007 | | |
| Source: comScore World Metrix | | |
| Region | Unique Visitors (000) | Percent of Online Audience |
| <i>Worldwide</i> | 12,422 | 100.0% |
| North America | 5,711 | 46.0% |
| Asia Pacific | 4,552 | 36.6% |
| Europe | 1,461 | 11.7% |
| Latin America | 434 | 3.5% |
| Middle East-Africa | 264 | 2.1% |

China Accounts for Most International Visitors

The U.S. accounted for 4.8 million visitors age 15 and older to NBA.com in April, or 38.5 percent of the site's worldwide audience. International traffic was led by China with 2.8 million visitors (22.8 percent) and Canada with 928,000 visitors (7.5 percent). European visitation to NBA.com was highest in Germany with 204,000 visitors (1.6 percent of global traffic) and France with 182,000 visitors (1.5 percent).

| NBA.com: Worldwide Visitation by Country* (Age 15+) | | |
|---|-----------------------|----------------------------|
| April 2007 | | |
| Source: comScore World Metrix | | |
| Country | Unique Visitors (000) | Percent of Online Audience |
| <i>Worldwide</i> | 12,422 | 100.0% |
| U.S. | 4,783 | 38.5% |
| China | 2,828 | 22.8% |
| Canada | 928 | 7.5% |
| Taiwan | 238 | 1.9% |
| Germany | 204 | 1.6% |
| Japan | 202 | 1.6% |
| France | 182 | 1.5% |
| U.K. | 180 | 1.4% |
| Spain | 169 | 1.4% |
| Italy | 105 | 0.8% |

* Country-level reporting based on individually reportable countries within comScore World Metrix

"The NBA has truly established itself as a global brand," said Bob Ivins, Managing Director of comScore Europe. "The combination of strong global marketing efforts and the influx of several highly marketable international stars – such as Dirk Nowitzki and Yao Ming – has succeeded in building awareness of the NBA brand across the world. It's also clear that the Internet plays a key role in providing fans with instant access to appealing and relevant basketball content from the NBA wherever they may live."

comScore, Inc. is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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