



www.JordanBrandClassic.com

Madison Square Garden • New York City • April 18, 2009

FOR IMMEDIATE RELEASE

2009 Jordan Brand Classic Hosts Basketball Camp in Lithuania *Selected MVPs Will Travel to the U.S. to Play in International Game*

NEW YORK, NY (February 24, 2009) – **Jordan Brand**, a division of Nike, Inc., announced today that in conjunction with this year's Jordan Brand Classic, it will host its third annual European trip with a basketball training camp in Vilnius, Lithuania from March 7-8 to identify the top regional basketball talent.

The camp will feature the top 40 players from throughout Europe, who will train and compete over two days to earn a spot in the International game at this April's Jordan Brand Classic. Only the ten best 15-16 year olds will join the team in New York, along with six other players who will be chosen at a later date from around the world. The complete Jordan Brand Classic International roster will be unveiled in April.

"Jordan Brand continues to support the growth of basketball globally by creating opportunities for elite youth players to showcase their on-court talent," said Gentry Humphrey, International General Manager of Jordan Brand. "Our camp in Vilnius will attract some incredible talent and their hard work can lead to a once-in-a-lifetime opportunity to travel to the United States and play at the world's most famous basketball arena, Madison Square Garden."

The first day of the camp in Vilnius features training sessions with star coaches from both the U.S. and Europe. The highlight of the second day will be the announcement of the camp's two All-Star teams, and the ensuing battle on the court. The ten Most Valuable Players will be chosen at the conclusion of the European camp to represent their countries in New York City.

Jordan Brand Classic Camp Schedule:

March 7-8 Vilnius, Lithuania

Saturday, April 18 Jordan Brand Classic: New York

The Jordan Brand Classic tripleheader will begin with the International Game at 3:30 p.m. and the Regional Game at 5:30 p.m., followed by the All-American Game at 8:00 p.m. All times are EST. Recent Jordan Brand All-Americans have included NBA stars **Chris Paul, Carmelo Anthony, LeBron James, Amar'e Stoudemire, Dwight Howard** and **Kevin Durant** as well as current NCAA standout **Tyler Hansbrough** (North Carolina).

For more information, please visit the official web site, www.JordanBrandClassic.com. A live webcast of the International game, produced by the High School Basketball Network, is also available at www.JordanBrandClassic.TV.

#

Media Contacts:

Terri Hines, Jordan Brand
P: 503-532-5862
E: terri.hines@nike.com

Kevin Foley, Position Sports
P: 480-248-6645
E: kevin.foley@positionsports.com