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FOR IMMEDIATE RELEASE

2010 Jordan Brand Classic Hosts Basketball Camp in Istanbul

Selected MVPs Will Travel to the U.S. to Play in International Game

NEW YORK, NY (February 25, 2010) – **Jordan Brand**, a division of NIKE, Inc., announced today that in conjunction with this year's Jordan Brand Classic, it will host its fourth annual European trip with a basketball training camp in Istanbul, Turkey from March 6-7 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 the Jordan Brand Classic this April. Only the ten best 15-16 year olds will join the team in New York City, 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.

"For the fourth year, Jordan Brand Classic will continue its global reach by hosting this skills development camp with elite players throughout Europe," said Gentry Humphrey, International General Manager of Jordan Brand. "Istanbul, which will host the 2010 FIBA World Championships, is the perfect platform for these athletes to learn from top instructors and compete for an opportunity to travel to the United States and play in the world's most famous basketball arena, New York City's Madison Square Garden."

The first day of the basketball camp in Istanbul 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 (10) 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 6-7	Istanbul, Turkey
Saturday, April 17	**Jordan Brand Classic (New York)**

The Jordan Brand Classic tripleheader will begin with the Regional Game at 3:30 p.m. and the International Game at 5:30 p.m., followed by the All-American Game to be nationally televised at 8:00 p.m on ESPN2. 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 standouts **John Wall** (Kentucky), **Xavier Henry** (Kansas), **Patrick Patterson** (Kentucky), **DeMarcus Cousins** (Kentucky), **Derrick Favors** (Georgia Tech), **Greg Monroe** (Georgetown), **Sherron Collins** (Kansas) and **Willie Warren** (Oklahoma).

For more information, please visit the official web site, www.JordanBrandClassic.com.

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