

S.COM

CELTICS.COM

SPORTS
AUTHORITY

SPORTS
AUTHORITY

CELTICS

CS.COM

THE POWER OF NEWS
NEON



WBZ WBZ
RADIO
1030

FOX
NEWS

MEDIA

ADMIN

PLAYERS

FACILITIES

MEDIA

COMMUNITY

SEASON

TRADITION

PLAYOFFS

NBA



MEDIA RELATIONS/COMMUNICATIONS STAFF



Jeff Twiss
Vice President of Media Services and Alumni Relations



Heather Walker
Director of Public Relations



Brian Olive
Media Relations Coordinator

GAME NIGHT STAFF



Michael Swartz
Media Operations Coordinator



Sherri Geller
Media Operations



Miriam Yorks
Press Box Coordinator

PRACTICE INFORMATION

All Celtics practice sessions are closed to the media, except for the final 30 minutes per NBA policy. Additionally, the coaches office, the training room, the weight room, the back hallway, and the locker room are off limits to the media at all times. All media interviews will be conducted after each practice on the gym floor. One-on-one interviews expected to last longer than 15 minutes need to be prearranged through the Celtics Media Relations Department. Only accredited media will be allowed to attend Celtics practices, as all practices are closed to the general public. The Celtics will usually hold practice at the Sports Authority Training Center in Waltham, MA (see directions below). The Press Room is available to work and wait. **PHOTOGRAPHERS & VIDEOGRAPHERS:** Practices are closed to all video and still photographers, except for the final 30 minutes which will be open for B-Roll. Players and coaches will be available for interviews at the conclusion of practice. Should a private room be needed for a one-on-one interview, arrangements must be made through the Celtics Media Relations Department in advance. Live shots for TV are to be shot from the apron on the playing floor. All videographers, reporters, photographers are barred from the playing surface of the court. **PRACTICE TIMES ARE SUBJECT TO CHANGE.** Friends, family or guests of media members are not permitted at practices or shootarounds without the prior consent from the Media Relations Department.

SHOOTAROUNDS

Generally, the Celtics shootarounds will take place at the Sports Authority Training Center. All shootarounds are closed to the media, with interviews following for a 15-minute period. **SHOOTAROUND TIMES ARE SUBJECT TO CHANGE.**

DIRECTIONS TO PRACTICE FACILITY

The Sports Authority Training Center at HealthPoint from Boston: Take the Mass Pike (Route 90 West), go to the second set of toll booths at Weston, MA. Follow signs for Route 128 North. Travel approximately five miles to Exit 27B (Winter Street). Bear right off the ramp, travel two miles, and follow signs to the facility. Please enter the facility through the main entrance for the Boston Sports Club. Travel time from Logan International Airport is approximately 30 minutes.

PRACTICES AT THE TD BANKNORTH GARDEN

Access to any Celtics practice held at the TD Banknorth Garden is through the same press gate entrance as on game nights. Season credentials will give you access to these practices as well. Those media members without season credentials should call the Media Relations office the day before a practice to be properly admitted.

TD BANKNORTH GARDEN PARKING

There is no reserved or validated parking for a Celtics game. There is a five-level, 1,150-space underground parking garage located directly under the TD Banknorth Garden and North Station. The parking lot is accessed via Nashua Street. Additionally, there is limited parking available in the immediate area of the TD Banknorth Garden.

SEASON CREDENTIALS

The Celtics will issue full season credentials, which will be limited to the working media that have covered 75% or more of our home games in past years. For those media members who receive this pass, your photo will accompany it. Be advised that this pass is required at each game and must be displayed at all times.

SINGLE-GAME CREDENTIALS

Media members wishing to cover an individual home game must contact the Media Relations Department by fax at least 48 hours in advance of that game they wish to cover (or by 5:00 p.m. Thursday for all weekend and Monday games). Single-game passes will be issued on a space-available basis. NBA passes are valid but the Celtics require that you also arrange for a single-game pass from the Media Relations office or staff. The credentials must be confirmed by the Media Relations staff before admittance.

PHOTOGRAPHERS AND TV VIDEOGRAPHERS CREDENTIALS

Season credentials will not be issued to still photographers or television videographers. Credentialed photographers, upon presentation of proper identification at the press gate for each game, must sit at their designated location at the baseline. Photographers will not be allowed to sit on the sidelines at the TD Banknorth Garden, as any area not specified as space for photographers is off-limits. No photography of any Celtics game shall be released to any individual other than the entity for whom the pass was issued and subject to the rules governing such use as described on the reverse side of the credential. Any variation to this policy will result in forfeiture of future credentials. Single-game photographer and videographer credentials will be issued on a space-available basis. No photographer or videographer is allowed to sit in the three-foot escape lanes, located on both sides of both basket stanchions. All working cameras must have a rubber lens shade per NBA policy. Single-game photographer and videographer passes must be requested at least 48 hours prior to the game they wish to cover.

PRESS GATE ENTRANCE

The press gate is located on the east side of the TD Banknorth Garden on Legends Way. The press gate will open two hours prior to game time. Celtics season credentials will not allow access to any event in the TD Banknorth Garden other than a Celtics game.

PRESS ROOM

The press room consists of the dining facility and the working press area located on level three of the TD Banknorth Garden. After entering the building through the press entrance, proceed to the elevator to level three and the press room is straight ahead. Proper credentials are needed for admittance and a pregame meal. Food and beverage service will become available two hours prior to game time. We ask that professional and courteous consideration be given to the media who are working each game in the work areas. Phone lines and fax service are available for working media. Any special phone needs should be directed to the Celtics Media Relations Department or Lorraine Spadaro at the TD Banknorth Garden at 617-624-1251.

PREGAME/POSTGAME ACCESS

Coach Rivers will be available to media approximately one hour prior to the scheduled tip-off in the hallway outside of the Celtics locker room. Roughly 10 minutes after each game, Coach Rivers will conduct his postgame press conference in Locker Room 3, which is adjacent to the Celtics locker room. Generally, the visiting Head Coach will conduct his postgame interview outside of the visiting team locker room.

LOCKER ROOM ACCESS

The locker rooms are located on level three of the TD Banknorth Garden (court level), down the corridor from the press room. Season credentials will have locker room access. Single-game passes will have locker room access but must have the locker room access portion of the press pass attached to the pass to allow for locker room entry. NBA media regulations govern the accessibility to the locker rooms prior to games. In accordance with NBA policy, both the Celtics and visitors locker rooms will be closed 45 minutes prior to game time and will re-open no later than 15 minutes after the game. No autographs are allowed during media access periods. Still photographers will not be permitted in any locker room. Cell phones are not allowed in either team locker room.

SEATING

Media will be assigned seats at either courtside, at the top of Section 21, the end zone seats, or in the main upper press box (level nine/"Halo"). Media members are encouraged to write from all of these locations due to space restrictions in the working area of the press room. The Media Relations Department will have the final say in all seating arrangements. We ask that you do not switch assigned seats; the Media Relations staff will coordinate any changes. The quarter play-by-play sheets and halftime box scores are distributed as quickly as possible to all locations and monitors are available in selected locales.

AUTOGRAPHS

All requests for autographs for any team personnel must be directed to the Celtics Community Relations Department. No autographs are allowed during media access periods.

VISITORS

There is no standing room in the TD Banknorth Garden . All entrants to the building must have either a ticket to the game or a prearranged assigned seat.

PLAYER WARMUPS

The playing floor is off-limits to media personnel during pregame warmups. Players are available for interviews in the locker room during the access period. Television and radio interviews must be arranged through the Celtics Media Relations Department, subject to timing and availability. Pregame media interview requests made well in advance are strongly recommended.

TICKETS

Media members who wish to purchase tickets to any Celtics home or road game are advised to request these tickets through the Celtics Media Relations Department or the Ticket Office. Effort will be made to fulfill each request; however, there is no guarantee that each request will be realized. Ticket requests made well in advance are strongly recommended.

TRAVEL ARRANGEMENTS

All media members who wish to cover any Celtics road games must notify the Celtics Media Relations staff by Friday of the preceding week. The Celtics will not make any hotel reservations for traveling media.

STATISTICAL AND PRESS RELEASE INFORMATION

Statistics, team and player information may be found on the Celtics web site at celtics.com. In addition, the NBA operates a 24-hour audio hotline and Fax Back information system throughout the season for members of the media only. Telephone numbers and access guidelines are available through the Celtics Media Relations Department. The Celtics also disseminate information to accredited members of the media through e-mail. Any members of the media wishing to receive press releases and other information via e-mail should contact the Celtics Media Relations Department.

COMCAST SPORTS NET

42 Third Avenue • Burlington, MA 01803 • Phone: 781-270-7200 • Fax: 781-221-7580



The 27-year home to the Boston Celtics proudly relaunches as Comcast SportsNet with the start of the much anticipated 2007-08 season. New England's original regional sports network is now affiliated with Comcast, the nation's leading cable provider, which has a long-standing legacy of covering local sports.

Comcast SportsNet's partnership with the 16-time NBA Champion Boston Celtics is the longest team-regional sports network relationship in New England and the fourth longest in professional sports. Two constants throughout the network's

tenure as home to the Celtics have been Mike Gorman and Tommy Heinsohn. The 2007-08 campaign represents their 27th consecutive season calling the Green, and as a duo they are television's longest-running tandem. Joining Tommy and Mike on every home and away telecast is courtside reporter Greg Dickerson.

As part of its commitment to providing the region's best coverage of the Celtics, Comcast SportsNet has expanded its Celtics game day programming beginning with the 30-minute *Celtics Pre-Game Live* and *Celtics Post Game Live* shows, featuring Gary Tanguay and former UConn Husky Donny Marshall. The Celtics pre and post game shows will air around all 79 Comcast SportsNet Celtics telecasts. During the 2007-08 season, Comcast will telecast 39 home games in high definition.

Along with Comcast SportsNet's expanded game night coverage, the network will premier a new magazine show in November 2007. The weekly show will run all season long on Tuesdays at 7:30 and feature Donny Marshall as host and the contributions of Tanguay and Dickerson.

In addition to Boston Celtics basketball, Comcast SportsNet covers the entire regional sports scene with *Mohegan Sun Sports Tonight*. Live, twice-a-night, at 6:30 and 10 p.m., *Mohegan Sun Sports Tonight* offers entertaining analysis and debate on the top sports stories of the day with leading beat writers and sports personalities from around the region.

Comcast is a leader in the community, and the Comcast SportsNet FanCaster initiative continues that community commitment. The FanCaster program provides 13 to 18-year-old students from around the region with an insider's look at a career in the sports media. During the Celtics season, Comcast SportsNet selects one student to appear on camera during every home game, and over the past four seasons the network has received more than 1,000 audition tapes and selected roughly 140 students.



FanCaster experiences have also included celebrity charity events, exclusive player interviews and behind-the-scenes trips.

Originally launched with the Boston Celtics vs. Indiana Pacers on November 6, 1981, Comcast SportsNet reaches more than 3.7 million households in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. Comcast SportsNet is owned and managed by Comcast SportsNet. Visit www.comcastsportsnet.com for more information.

WEEI 850 AM

Intercom Communications • 20 Guest Street • Brighton, MA 02135 • 617-779-3400



Sports Radio 850 WEEI is proud to once again be the radio home for Boston Celtics basketball. Sean Grande and Cedric Maxwell return for their 6th season together as the broadcast team for the Celtics. Both will also have roles on WEEI's talk lineup during the season. WEEI has been the #1 rated sports station in America for the past eight years and boasts an all powerful sports talk lineup, featuring the *Dennis and Callahan Morning Show* with John Dennis and Gerry Callahan, *The Dale and Holley Midday Show* with Dale Arnold and Michael Holley, *The Big Show* in

afternoon drive with Glenn Ordway, and *Planet Mikey* before and after the games with Mike Adams. In addition, Celtics Head Coach Doc Rivers, Celtics Executive Director of Basketball Operations Danny Ainge and many of the Celtics players will join the WEEI lineup regularly throughout the season.



MIKE GORMAN • Play-by-play

Boston Celtics fans have been blessed with a fabulous tradition on the court and that excellence has continued in the broadcasting booth where Mike Gorman begins his 27th season calling the Celtics.

The five-time Emmy Award winning Gorman was inducted into the New England Basketball Hall of Fame in 2004. Gorman is the longest continuously tenured play-by-play voice in Boston sports and with his partner, Tommy Heinsohn, is part of TV's longest running telecast team.

Following a stint as an aviator in the U.S. Navy, Gorman began his broadcasting career at WNBH in New Bedford and WPRO radio in Providence. Gorman served as sports director at WPRI-TV in Providence; as the voice of the University of Rhode Island on WPRO; and as television play-by-play man for the Providence College Friars.

During the 1980s, Gorman was the primary announcer for ESPN's "Big Monday" Big East Game of the Week. He has called the NCAA basketball tournament on CBS; tennis at the 1992 Barcelona Summer Olympics with Bud Collins on NBC; and the NBA Playoffs on TNT.

Gorman grew up in Dorchester, attended Boston Latin and is a graduate of Boston State.



TOM HEINSOHN • Color Analyst

Tommy Heinsohn is a true representative of Boston Celtics pride and the 2007-08 season represents his 51st as a member of the Celtics family. His accomplishments as a player were recognized in the retirement of his number, 15, and his induction into the Basketball Hall of Fame.

Heinsohn donned a Celtics uniform from 1956-1965 and was a principal member of eight championship teams. Heinsohn was selected as the NBA's Rookie of the Year in 1957; was a member of the All-NBA Second Team four times (1961-64); and was honored with six NBA All-Star Game appearances. He averaged 18.6 points and 8.8 rebounds in 654 regular season contests, and 19.8 points and 9.2 rebound in 104 post-season encounters. Heinsohn was elected to the Hall of Fame in 1986.

Four years after his retirement as a player, Heinsohn was tapped by the legendary Red Auerbach to be the fifth Celtics head coach. Like his playing career, Heinsohn's coaching tenure was punctuated by prosperity, as he directed the 1974 and 1976 squads to NBA Championships; won Atlantic Division crowns five times; was voted the NBA's Coach of the Year in 1973; and collected a 427-263 (.619) regular season record and a 47-33 (.588) playoff mark.

Heinsohn is now entering his 27th year telecasting Celtics basketball on Comcast SportsNet. Heinsohn and his partner, Mike Gorman, make up TV's longest running telecast team. He also handled CBS' NBA coverage for seven years and provided commentary for NCAA basketball for four years on the Tiffany Network.

When Heinsohn is not covering basketball, he can be found playing golf or painting. Heinsohn is an accomplished artist whose works have graced art shows across the nation. He is also a chartered life underwriter in the insurance field.

Thomas William Heinsohn was born in Jersey City, NJ. He attended St. Michael's High School in Union City, NJ and Holy Cross in Worcester, MA. At Holy Cross, Heinsohn averaged 22.1 points and 15.5 rebounds in 81 contests over four years. During his senior season, in 1955-56, he amassed 27.4 points and 21.1 rebounds in 27 outings. He was a territorial first-round choice of Boston in 1956.

Tom and his wife, Helen, live in Needham, MA.



GREG DICKERSON • Courtside Reporter

Since March of 2002, Greg Dickerson has continuously displayed his on-air versatility, co-hosting Mohegan Sun Sports Tonight; reporting from major events such as the 2004 World Series and Super Bowls XXXVIII and XXXIX; and serving as Boston Celtics courtside reporter.

As Celtics courtside reporter on the network's home game HD telecasts since the 2005-06 season, Dickerson has taken Celtics fans inside the game with timely reports on coaching strategy, player injuries and other in-game news. Throughout the upcoming season, Dickerson will provide courtside reports during Comcast SportsNet's 79 home and away telecasts.

Dickerson can be heard regularly on Sports Radio WEEI as a weekend host and as a guest co-host for the top rated Dennis & Callahan show. He served as in-arena voice of the Boston Celtics from 1998 to 2002 and has been the in-stadium voice of the New England Patriots at Gillette Stadium.

Dickerson is a native of Milford, MA and is a graduate of Emerson College in Boston.

GARY TANGUAY • In Studio Host/Mohegan Sun Sports Tonight Anchor

Gary Tanguay joined Comcast SportsNet in 2000 and co-hosts Mohegan Sun Sports Tonight, seen weeknights at 6:30 p.m. and 10:00 p.m. Tanguay also anchors Comcast SportsNet's Celtics Pre Game Live and Celtics Post Game Live.

In addition to his work at Comcast SportsNet, Tanguay serves as host of the New England Patriots Radio Network, which reaches one million listeners on flagship WBCN-FM (Boston) and 35 stations across the six state New England region.

Prior to joining Comcast SportsNet, Tanguay worked as a sports anchor/reporter with WBZ-TV (CBS) in Boston, MA. During his two and a half year tenure at WBZ-TV, Tanguay traveled with the Boston Bruins and New England Patriots and served as a host on Sports Final. In 1998, he was recognized with the Associated Press' Best Sports Feature Award for his portrayal of local boxing champion Joey DeGrandis.

During his 20-year radio career, Tanguay hosted Calling All Sports on WTKK-FM; served as an original staff member at Sports Radio WEEI in Boston; sports director for WERZ-FM and WMYF-AM in Exeter, NH; and as a radio personality at WIDE-AM and WYJY-FM in Biddeford, ME.



DONNY MARSHALL • NBA Analyst

Former University of Connecticut and NBA veteran, Donny Marshall returns to the Comcast SportsNet Boston Celtics telecast team for the third consecutive season.

Throughout the 2007-08 campaign, Marshall will serve as Comcast SportsNet's in-studio NBA analyst alongside Gary Tanguay during Celtics Pre Game Live and Celtics Post Game Live. Marshall's TV experience includes color commentary on ESPN NCAA telecasts and appearances on Hartford area network affiliates. This season Marshall will also join Mike Gorman as color analyst on 13 Comcast SportsNet telecasts.

Marshall's six-year NBA career included seasons with the Cleveland Cavaliers and the New Jersey Nets. Marshall was the 39th overall pick of Cleveland in the 1995 NBA Draft and played in 119 NBA games.



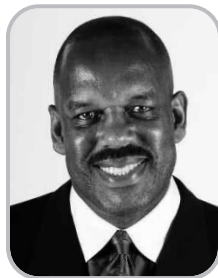


SEAN GRANDE • Play-by-play

Considered one of the nation's premier play callers, Sean Grande enters his tenth season in the NBA and seventh as the voice of the Boston Celtics. Sean provides play-by-play alongside analyst Cedric Maxwell for all Boston Celtics games. Shortly after their pairing, "Grande and Max" became an instant hit and are now one of Boston's most popular on-air combinations. On December 20, 2006 against Golden State, they celebrated their 500th game together. By the end of the 2007-2008 season, only the legendary Johnny Most and current television voice Mike Gorman will have called more Celtics games than Grande.

Sean was recruited back to Boston in 2001 after serving three years as the television voice of the NBA's Minnesota Timberwolves. When he signed with Minnesota in 1998, he was, at the age of 28, the youngest announcer in the NBA. The versatile Grande's play-by-play credits also include two seasons as part of ABC Sports College Football broadcast team, joining the likes of Keith Jackson and Brent Musburger. His call of the 2001 Florida Citrus Bowl on ABC January 1st was seen in over ten million homes. In 2003, the readers of Boston Sports Media Watch voted him the best play-by-play announcer in Boston.

His broadcast career included a seven-year stint at WEEI (1991-1998), the final three as Sports Director. The versatile Grande has called WNBA basketball for the Minnesota Lynx (1999-2001) and Connecticut Sun (2006-2007), MFS Pro Tennis, Providence Bruins hockey, Harvard basketball and even Major League Soccer. His college hockey work for Fox and the NCAA Tournament has garnered him three New England Emmy nominations including the 1999 Emmy for best Play-by-Play. He's served six years as the television voice of the NCAA East Regional. 2007, his 19th consecutive year broadcasting the sport, concluded with his fifth turn as "Voice of the Frozen Four" on CBS Radio. Sean made his major motion picture debut with a cameo, as himself, in the 2001 release "Joe Somebody" starring Tim Allen and more recently his call of Ricky Davis' buzzer-beater in November of 2005, was used as a soundtrack in a scene of the final season premiere of HBO's "The Sopranos" in 2006.



CEDRIC MAXWELL • Color Analyst

A member of the Celtics championship teams in 1981 and 1984, Cedric Maxwell has been the color commentator for the radio broadcasts since the 1995-96 season. "Max" returns joining Sean Grande on the radio airwaves for another season of Celtics action.

Maxwell was the perfect complement to Boston Celtics' teams that won five division titles in six seasons from 1980-1985. An engaging personality who was as magnetic as any who donned the team's uniform, Max was a deadly offensive low-post player who doubled as an equally tenacious defender; he led the NBA in field goal percentage in 1979 and 1980. He will be forever recognized as the MVP of the 1981 NBA Finals as he led the Celtics past Houston for the team's thirteenth NBA Championship. He was also a key contributor with the 1984 World Champs, who edged the Los Angeles Lakers in seven games.

The well-liked Maxwell developed an immediate following among Celtics fans as he was one of the bright spots in the 1977-78 and 1978-79 seasons. In 1978-79, he averaged a career-high 19.0 points and the following season he led the NBA with a 60.9% field goal percentage, which remains a Celtics' record.

Maxwell was a college basketball color analyst for Raycom Sports covering the Metro Conference prior to his current broadcasting role. In the summer of 1996, he coached the Long Island Surf of the United States Basketball League. Maxwell currently owns his own clothing business to go along with his broadcast duties.

Cedric Bryan Maxwell was born in Kinston, NC and attended that city's high school. He has a degree in Black Literature and Geography from UNCC. His familiar Celtics number 31 was retired to the TD Banknorth Garden rafters in ceremonies on December 15, 2003, and he was inducted into the North Carolina Sports Hall of Fame in 1998. Cedric has four children: Shemeka, Morgan, Madison and Devin.

TRAVELING MEDIA



Steve Bulpett
Boston Herald



Marc Spears
Boston Globe



Jim Edmonds
Comcast SportsNet



Jeff Grice
Comcast SportsNet



Paul Lucey
Comcast SportsNet

SCHEDULE ANALYSIS

LOC	NOV	GAMES IN EACH MONTH				APR
		DEC	JAN	FEB	MAR	
Home	8	7	9	5	9	3
Away	7	7	6	8	7	6
TOTAL	15	14	15	13	16	9

LOC	SUN	MON	GAMES ON DAYS OF THE WEEK				SAT
			TUE	WED	THU	FRI	
Home	5	2	0	17	2	15	0
Away	6	5	9	4	2	4	4
TOTAL	11	7	9	4	4	19	4

HOME/AWAY	AWAY/HOME	BACK TO BACKS		TOTAL
		HOME/HOME	AWAY/AWAY	
8	4	0	7	19

MOST CONSECUTIVE HOME GAMES
4 (03/24/08 through 03/30/08)

SUNDAY AFTERNOON GAMES
3 – One Home, Two Away

SUNDAY NIGHT GAMES
8 – Four Home, Four Away

MOST CONSECUTIVE ROAD GAMES
5 (2/19/08 through 02/25/08) & (03/15/08 through 03/22/08)

NIGHT TIP-OFF
78

DAY TIP-OFF (BEFORE 6PM ET)
4