



PROUD AFFILIATE OF



NBA DEVELOPMENT LEAGUE

For Immediate Release:

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JAM ANNOUNCE UNPRECEDENTED '23 FOR FREE' OFFER TO FAMILIES *Owners of California NBADL Team Placing Family Time Above Bottom Line With Swish's Kids Club*

(Bakersfield, Calif., October 13, 2008) – The Bakersfield Jam, proud affiliate of the Golden State Warriors and Orlando Magic, announced today that they will be offering the families of Kern County an opportunity to bring their kids to 23 home games at no charge and hang out with Jam mascot Swish!

In an unprecedented and proactive initiative, Jam Majority owner Stan Ellis and Managing General Partner David Higdon continue on their path of providing the highest level of professional sports in the Southern San Joaquin valley at the lowest prices possible.

The Jam is asking parents to bring their children to the first Jam home game on December 6th, and in doing so their kids will automatically become members of Swish's Kids Club, enjoying the remaining 23 home games for free.

Parents or a supervising adult will be required to purchase 1 ticket in any section (excluding court side) and bring three kids with them. Two adults can bring six kids with them, with the maximum being three adults with nine kids. Swish's Kids Club members will also receive an official Swish Welcome Package. The age limit is 12 years and under.

In recognizing the economic climate and its effects on family time, Ellis and Higdon didn't hesitate to embrace the 'plays together-stays together' philosophy while planning the '23 For Free' campaign. Ellis states, "With the current economic crisis that our country is experiencing we know that it can be extremely difficult for families to afford quality entertainment options. The Bakersfield Jam is all about the community, and I want Kern County families to know that they can experience the valley's highest level of professional sports without having to worry about inflated prices."

Entering into their third season in the NBADL, the Bakersfield organization has reached out to the community before with financial relief for family entertainment. In January Ellis and Higdon reduced ticket prices for the remainder of the 2007-08 season, including 1\$ upper-bowl seats for military personnel and college students. Ellis adds, "For thousands of kids across Kern County to be able to watch currently-signed NBA players and future stars right here in Bakersfield; for free! This is something that I am truly proud of."

For comprehensive details on the '23 For Free' offer please visit www.bakersfieldjam.com and click on the SPOTLIGHT/Swish's Kids Club tab.

The NBA Development League, founded in 2001, is the NBA's official minor league and features 16 teams with direct affiliations to NBA teams. The league has produced 15 percent of the players on 2007-08 end-of-season NBA rosters and continues to develop current NBA coaches and referees. In fostering the league's connection to the community, its teams, players and staff promote youth basketball, support local needs and interests, and assist in educational development through NBA D-League Cares programs. The NBA D-League also advances the game of basketball as the research and development arm of the NBA. Throughout this season fans can watch all NBA D-League games on NBA Futurecast, the free live Web-streaming initiative found at nba.com/futurecast.



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BAKERSFIELD



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Swish's Kids Club

PRE-SEASON DEAL*

Want to be a member of the **COOLEST** kid's club in town?
Now - it is easier than ever.

Membership includes:

-  Tickets to ALL 24 Jam games**
-  Swish Welcome Package
-  PB&Jam Activity Book
-  Official I.D. Card***
-  Kids Club Lanyard
-  10% Discount on Non-Sale Merchandise



Questions?
Call Justen
(661) 716-4526

www.bakersfieldjam.com

Get all of this by **having each adult and each child purchase 1 game ticket to Opening Night**

* Membership runs December 6th, 2008 to May 31st, 2009
 ** Kids club members must be accompanied by an adult to enter game. For all games after opening night, one adult ticket purchase allows up to three (3) Kids Club members into the game.
 *** I.D. card must be presented to receive game ticket

2008-09 SWISH'S KIDS CLUB ORDER FORM

#1 KIDS CLUB MEMBER NAME: _____ AGE: _____

#2 KIDS CLUB MEMBER NAME: _____ AGE: _____

#3 KIDS CLUB MEMBER NAME: _____ AGE: _____

PARENT(S) NAME: _____ PHONE: _____

BILLING ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

EMAIL ADDRESS: _____

SECTION: EndZone: \$10 X _____ = \$ _____ Corner: \$15 X _____ = \$ _____ Baseline-to-Baseline: \$20 X _____ = \$ _____

METHOD OF PAYMENT: Cash Check (payable to Bakersfield Jam) Visa MasterCard Amex

CREDIT CARD # _____ EXPIRATION DATE _____ / _____ SEC. CODE: _____

NAME AS IT APPEARS ON CARD _____

SIGNATURE _____

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