



On behalf of my coaches and fellow players we'd like to say "THANK YOU!" for your continued support of The Atlanta Hawks. Our entire organization has seen first hand the type of impact a home crowd can have at THE HIGHLIGHT FACTORY and we look forward to our fans creating an even more frenzied atmosphere that can push our team further and further. Every player on our team will tell you that when our home crowd gets loud and cheers us on, it really gets us fired up.

I also want you to know that I am very excited about our team's future. We have a great group of guys who all work hard every day at improving their game, and who enjoy playing an aggressive style of basketball that will hopefully have us reaching our goal of making the NBA Playoffs this season.

Thanks again for supporting us, and we look forward to seeing you at The Highlight Factory.

Go Hawks!

A red ink signature of Joe Johnson, written in a cursive style, is located below the "Go Hawks!" text. The signature includes the number "2" at the end.

Joe Johnson

P.S. I almost forgot...our front office staff wanted me to remind you to renew your Hawks Season Tickets for next season so you can be there when we take the next step...





2008 – 09 SEASON TICKET HOLDER BENEFITS

- A significant savings over Box Office Pricing
- First option to purchase Hawks 2009 playoff tickets
- Opportunity to upgrade seat location during the off-season, based on availability
- Opportunity to purchase individual game tickets at your discounted Season Ticket Holder Price throughout the 2008-09 season
- 2008-09 Tip-Off Event
- 8-month interest free payment that extends through October 2008 (must be automatic credit card charge)
- Town Hall Meetings with Hawks Management
- Youth Basketball Clinic
- Convenient ticket forwarding utilizing My Hawks Account Manager
- Season Ticket Holder Online Ticket Resale Marketplace
- Exchange unused 2008-09 regular season tickets for select games
- Option to purchase discounted parking
- Personal Season Ticket Service Executive to assist with your account
- Receive 20% (Full Season Ticket Holders) and 10% (Half Season Ticket Holders) discounts off Merchandise at the Team Gear Store
- Complimentary 2008-09 Hawks Media Guide
- Complimentary 2008-09 Hawks Yearbook

**RENEW ONLINE AT
MYHAWKSACCOUNT.COM
1-866-715-1500**

FREQUENTLY ASKED QUESTIONS

Q: What is Cheer Now, Pay Later?

A: Renew your Season Tickets for the 2008-09 Hawks season by Friday, March 14, 2008 and you can secure your Hawks 2008 NBA Playoff Strips to all home playoff games, should the Hawks qualify, without any additional upfront costs. Payment(s) for playoff tickets will be due starting in July.

Q: What do my Hawks 2008 NBA Playoff strips include?

A: A Hawks 2008 NBA Playoff strip includes tickets to every potential Hawks home game played during the NBA Playoffs. There are four rounds in the NBA Playoffs that could be played at Philips Arena. Each playoff round includes a maximum of four home games. Your Hawks playoff strip contains 16 tickets, including the NBA Finals!

Q: Will I have the same seat location for the playoffs?

A: Yes! Full Season Ticket Holders will enjoy the Hawks 2008 NBA Playoffs from their current seat location. You may also purchase additional playoff strips in the price categories of your choice (subject to availability).

Q: How many additional playoff strips can I purchase?

A: You can purchase as many additional playoff strips as you would like at the Season Ticket Holder discount (subject to availability).

Q: Where will my additional playoff seats be located?

A: Additional Hawks NBA Playoff strips will be placed in the price category of your choice on a first come, first served basis (subject to availability).

Q: Can I purchase single game tickets for the playoffs?

A: Should the Hawks qualify for the playoffs, individual game tickets for the Hawks 2008 NBA Playoffs will be put on sale to the general public in early April.

Q: When is my deadline to purchase additional Hawks 2008 NBA Playoff strips?

A: Additional Playoff strips will be sold on a first come, first served basis. Submit your order as soon as possible to receive the best seat locations.

Q: When will my playoff tickets be mailed?

A: Playoff tickets will be mailed to the address on your account via UPS in early April, prior to the first playoff game. More details will follow as we approach the playoffs.

Q: Am I able to make payments online?

A: Yes, you may make online payments by logging into your personal online account by visiting MyHawksAccount.com. If you need assistance securing your user ID or password please feel free to contact your Service Executive directly, or call 1-866-715-1500, option 3.

Q: When may I upgrade my seats for the 2008-09 Hawks season?

A: The annual Hawks Select-A-Seat event will be held this spring. A Season Ticket Upgrade and Relocation form will be sent to you via e-mail prior to the selection event. Please verify the information on your 2008-09 Season Ticket invoice and make sure your account includes your current e-mail address.

Q: Will I be able to buy parking for 2008-09 regular season home games?

A: Renewing Full Season Ticket Holders will receive complimentary parking in either the CNN Decks or Centennial Garage (one parking booklet for every 4 full season tickets; subject to availability; not available for \$440 season tickets). Full Season Ticket Holders may also purchase additional parking passes in the CNN Decks and Centennial Garage at a discounted price based upon availability.



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YOUR HAWKS SEASON TICKET INVOICE HOW-TO GUIDE

PAYMENT DUE ON FRIDAY, MARCH 14, 2008

STEP 1 – CHOOSE A SEASON TICKET RENEWAL OPTION PAYMENT DUE ON FRIDAY, MARCH 14, 2008

CHEER NOW, PAY LATER: Select this option to enjoy the Hawks 2008 NBA Playoffs in your seats without paying for them up front! You will be charged after the playoffs are complete based upon the payment option you select.

RENEW HAWKS 2008-09 SEASON TICKETS ONLY: Select this option if you choose to **ONLY** renew your Hawks Season Tickets for next season.

PURCHASE HAWKS 2008 NBA PLAYOFF STRIPS ONLY: Select this option if you only want to purchase your same seats for the Hawks NBA Playoffs and renew your Hawks Season Tickets at a later time. Simply call your personal Hawks Service Executive listed at the top of your invoice and they will be happy to assist you with this option.

STEP 2 – CHOOSE A PAYMENT OPTION PAYMENT DUE ON FRIDAY, MARCH 14, 2008

PAY IN FULL FOR 2008-09 HAWKS SEASON TICKETS: Select this option if you would like to pay in full for next season's Hawks Season Tickets. If you selected the Cheer Now, Pay Later option in Step 1, you will be invoiced in July 2008 for the cost of each Hawks home playoff game.

4-INSTALLMENT AUTOMATIC PAYMENT PLAN: Select this option to extend your 2008-09 Season Ticket and Hawks 2008 NBA Playoff Ticket payments. See schedule and payment percentages below.

TODAY – 25% of 2008-09 Season Ticket balance Only
Thursday, May 15th – 25% of 2008-09 Season Ticket balance Only

*Your account balance will be adjusted before the July 15th payment to include the cost of Hawks home playoff tickets if selected.

Tuesday, July 15th – 50% of July 15th remaining account balance including playoff tickets if selected
Monday, September 15th – Remaining account balance including playoff tickets if selected

8-MONTH AUTOMATIC PAYMENT PLAN: Select this option to extend your 2008-09 Season Ticket and Hawks 2008 NBA Playoff Ticket payments through Wednesday, October 15, 2008. To take advantage of this option, simply check the corresponding box and complete the credit card information at the bottom of your invoice. In addition to the payment you make today, your credit card will automatically be charged on the following dates:

TODAY – 15% of 2008-09 Season Ticket balance Only
Tuesday, April 15th – 15% of 2008-09 Season Ticket balance Only
Thursday, May 15th – 15% of 2008-09 Season Ticket balance Only
Monday, June 16th – 15% of 2008-09 Season Ticket balance Only

*Your account balance will be adjusted before the July 15th payment to include the cost of Hawks home playoff tickets if selected.

Tuesday, July 15th – 25% of July 15th remaining account balance including playoff tickets if selected
Friday, August 15th – 25% of July 15th remaining account balance including playoff tickets if selected
Monday, September 15th – 25% of July 15th remaining account balance including playoff tickets if selected
Wednesday, October 15th – Remaining account balance including playoff tickets if selected

