

HEAT fans, welcome to the Official White Hot HEAT Playoffs 2006 Handbook. As you've come to expect, every effort has been made to ensure that this is the most advanced handbook in the history of the NBA Playoffs. It has been engineered to enhance and intensify your White Hot HEAT Playoffs 2006 experience. Bon appétit!

As an added feature, HEAT fans can activate themselves for great White Hot HEAT Playoffs contests and promotions by completing the entry panel on the back cover. Boogie down to the Miami Hoops Gear locations and drop your completed entry in the box. Watch HEAT TV, and click over to [WhiteHotHEAT.com](http://WhiteHotHEAT.com) for details.



## ONE WORD: INTENSITY

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It's not hard to describe the White Hot HEAT Playoffs 2006; one word should do the trick: Intensity. This is it, HEAT Fans, do the math. We are 16 wins away from the Larry O'Brien NBA Championship trophy. Let's go get it!

Imagine the power of 20,000 White Hot HEAT fans working together. You can be certain the players will kick it in to overdrive, the question is: Are you ready? Can you match their intensity? Can you exceed it? Let's go HEAT Fans! Let's go HEAT!

## ONE COLOR: WHITE

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Binding and blinding. Solidarity is the message, HEAT Fans, and the color is WHITE! Wear white to every game. Take a look around the AmericanAirlines Arena and visualize the transformation, White Hot!

This is much more than a fashion statement -- If you're not wearing white, you're in the wrong building. The HEAT is on and it's White Hot (see: White Hot HEAT Rules of Engagement).

## ONE GOAL: THE TROPHY

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Sixteen glorious pounds of hand-crafted sterling silver with a 24 karat gold overlay and believe it or not, comes wrapped up in a Tiffany & Co. signature blue box. Let's go HEAT!