



ORLANDO'S MAGIC IN THE COMMUNITY & ON THE COURT

DID YOU KNOW?

GIVING...

* The Orlando Magic and owner Rich DeVos has donated: \$9 million to enable the University of Central Florida to launch and sustain the DeVos Sport Business Management Program; \$10 million to the Orlando Performing Arts Center; \$1.25 million to help the Burnham Institute set-up a world-class medical research facility in Orlando; \$1 million to the Heart of Florida United Way; and more than \$1 million to the Central Florida chapter of the American Red Cross to aid storm victims.

* On an annual basis the Orlando Magic gives more than \$2 million to the local community by way of sponsorships of events, donated tickets, autographed merchandise, scholarships and grants. The Orlando Magic has also made a \$250,000 pledge to provide positive programs for local youth vulnerable to drugs, gangs and violence in Orlando through the Parramore Kidz Zone and the After School All-Stars. In July 2007, the DeVos Family and the Orlando Magic committed \$12.5 million to build five community gyms, while also committing to raise an additional \$12.5 million for the project.

* Over the last 18 years, more than \$13 million has been distributed to local non-profit community organizations via The Orlando Magic Youth Foundation. OMYF, a fund of the Robert R. McCormick Tribune Foundation, focuses on helping every child in Central Florida realize their full potential, especially those most at risk, by supporting programs and partnerships that empower families and change lives. In addition, on an annual basis the Orlando Magic awards two college scholarships – the Magic Achiever Scholarship towards any accredited four-year scholarship in Florida and the University of Central Florida Minority Scholarship. Since 1996 the Magic has awarded a total of 29 college scholarships.

IMPACTING...

* Orlando Magic Community Relations programs annually impact an estimated 75,000 kids, while the Orlando Magic Youth Foundation has positively impacted more than 1 million children over the last 18 years. In addition, the Magic Volunteer Program, an organizational staff-wide initiative, provides 3,000 community volunteer hours per year.

* On an annual basis, Magic players log more than 200 community appearances to area schools, organizations and neighborhood centers. Magic players and staff have played a role in refurbishing local educational centers, building playgrounds in the community, leading read to achieve initiatives, and building homes via the Habitat for Humanity.

* This past season, Orlando players and coaching staff purchased tickets which allowed an average of 600 underprivileged kids to attend each Magic game for a total of 27,000 tickets.

REACHING...

* Through television programming, the NBA is broadcast in 214 countries in 43 languages reaching more than one billion households. On the home front, the Orlando Magic works with numerous tourist groups to help promote basketball for visitors to Orlando.

* Since its inception, the Orlando Magic has played on national television 140-plus times, generating hundreds of millions of impressions. Local, state, national and international media

cover the Magic on a regular basis. Orlandomagic.com, the team's official web site, generates two million impressions each month.

* Season ticket highlights for 2007-2008 include: a franchise-most 8,417 seats priced \$25 or under per game; A \$25 lower bowl ticket; and for the 10th straight year tickets priced at \$10 per game. There are several ticket packages and group opportunities available.

COMMITTED TO THE COMMUNITY, OFF THE COURT, AND ON...

* Orlando has advanced to postseason play nine times over the last 14 years. The Magic has also finished with a .500 or better record in 11 of the last 15 seasons. Orlando advanced to the NBA Finals in just its sixth season of existence. Orlando became the second-fastest team to advance to the NBA Finals in league history (Milwaukee advanced to the NBA Finals in 1970-71, its third year).

* Since the DeVos family purchased the Orlando Magic in September of 1991, the franchise has won two Atlantic Division Championships (1995, 1996), one Eastern Conference title (1995) and had three 50-win seasons. Over the course of its history, Orlando has sold out 60 percent of its games, while winning 65 percent of its home games since 1994-95. Included in its history is a 40-game home winning streak (Mar. 21, 1995 – Mar. 26, 1996) and a 247-game sellout streak (Nov. 15, 1990 – Nov. 21, 1996).

* Over the last nine seasons, Orlando has won 13 significant NBA awards (two All-NBA First Team honors, four NBA All-Rookie First Team honors, two Most Improved Player awards, the Rookie of the Year, the Sixth Man of the Year, the Executive of the Year, the Coach of the Year and the NBA Sportsmanship Award).