



**Houston Rockets
2008-2009
Media Guide**

**Toyota Center
1510 Polk Street
Houston, TX 77002
(713) 758-7200**

**Edited and Compiled by
Bob Schranz and
Allan Rojas**

**Cover Design by
José Lopez**

**Editorial Assistance by
Nelson Luis, Tracey
Hughes and Jim Foley**

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Media Information

Houston Rockets • Toyota Center • 1510 Polk Street • Houston, TX 77002
Phone: (713) 758-7200 • Fax: (713) 758-7339 • Web Site: www.rockets.com

Information

Credentials

All requests for working press, photo and broadcast credentials for Houston Rockets home games should be made in writing on company letterhead at least two days prior to the game in question. Direct all requests to Tracey Hughes, Rockets Manager of Media & Player Relations. All credentials can be acquired at Toyota Center media entrance located at the intersection of La Branch Street and Clay Street.

Directions from:

George Bush Intercontinental Airport to Toyota Center: Take U.S. 59 South to Downtown Exit ... turn right on Congress Street ... turn left on La Branch Street ... Toyota Center is located at the intersection of La Branch Street and Polk Street.

Hobby Airport to Toyota Center: Take I-45 North ... exit Scott Street towards Downtown ... turn left on Pease Street ... turn right on Austin Street ... turn right on Clay Street ... turn right on La Branch Street ... Toyota Center is located at the intersection of La Branch Street and Polk Street.

Production Requests

All television/radio production requests should be directed to Joel Blank, Director of Broadcasting for the Rockets, at (713) 758-7348.

Game Night

The media entrance is located on the La Branch Street side of Toyota Center. The press door opens two-and-a-half hours prior to tipoff. Press parking is available at Toyota Tundra Parking Garage (connected to the arena) at the intersection of Jackson and Leeland. Parking is for working media only with proper credentials.

Interviews

All interview requests should be directed to Nelson Luis. The Rockets coaching staff and players are available for interviews after practice only. Players are generally available before games during a 45-minute period that begins 90 minutes prior to tipoff; following games — after a 10-minute cooling-off period — Rockets Head Coach Rick Adelman will be available in the post-game interview room. Anyone wearing a media credential will not be allowed to obtain autographs.

Rockets Media Relations

Nelson Luis	(713) 758-7337
Director, Media Relations	nelson@rocketball.com
Tracey Hughes	(713) 758-7335
Manager, Media & Player Relations	traceyh@rocketball.com
Bob Schranz	(713) 758-7206
Manager, Media Services	bobs@rocketball.com
Allan Rojas	(713) 758-7205
Coordinator, Media Relations	allanr@rocketball.com

Practices

All practice sessions will be closed. Players and staff will be available for interviews during a designated access period after practice. For updated practice schedules and times, please call the Rockets Practice Hotline at (713) 758-7775.

Photographers

The photography areas in Toyota Center are on the baselines opposite both team benches. No photographers will be allowed on the sideline areas in front or behind the team benches or in front of press row. Please make all requests to purchase strobe lighting to Nelson Luis at least two days prior to the game in question. Please observe the NBA rules for player escape routes — an open area approximately five feet on both sides of the basket. For player safety, we also ask that you do not leave your camera unattended in your working area. No tripods are permitted on the floor.

Statistical Services

Complete game statistics, including the final box score, running play-by-play and quotes will be provided. For those sitting on press row, screens with the box score, percentages, notes and other data continuously updated, are provided. A stats screen is provided in the auxiliary press areas and in the press room as well. Scores of other games will also be made available. The Rockets Media Relations Department will provide faxing service to all working media upon request.

Fax-on-Demand

In conjunction with the NBA FaxBack, all game notes, rosters, statistics, schedules and box scores will be available on the system.

Telephone Services

Telephones are provided on press row for use by visiting media members. Other phones are available in the media workroom. For additional phone lines, please contact Danny Jackson at (713) 758-7290.

General Information

Home Arena	Toyota Center
Arena Capacity	18,043
First Regular Season Game in Arena	Oct. 30, 2003
Team Colors	Red, Silver, White
Conference Affiliation	Western
Divisional Affiliation	Southwest
2007-2008 Record	55-27 (Third, Southwest)
2008 Playoffs	2-4 (Lost to Utah, First Round)
Web Site Address	www.rockets.com

Rockets Directory

Directory

Executive

Owner	Leslie L. Alexander
Chief Executive Officer	Thaddeus B. Brown
Chief Financial Officer	Marcus Jolibois
Vice President, Ticket Sales & Business Communications	Seliece Caldwell Fulweber
Vice President & Chief Strategy Officer	Chris Dacey
Vice President & General Manager of Toyota Center	Doug Hall
General Counsel	Rafael Stone
Associate Counsel	Peggy Hau
Executive Assistant to Owner & Chief Executive Officer	Barbara Arnold
Executive Assistant	Leticia Magana

Basketball Operations

General Manager	Daryl Morey
Senior Consultant	Carroll Dawson
Head Coach	Rick Adelman
Assistant Coaches	Elston Turner, Jack Sikma, T.R. Dunn, R.J. Adelman
Senior Vice President of Basketball Operations/Athletic Trainer	Keith Jones
Vice President of Basketball Operations	Sam Hinkie
Director of Player Personnel	Gersson Rosas
Advance Scout	Pat Zipfel
Director of Player Development	Brett Gunning
Director of Player Programs	Shawn Respert
Director of Scouting	Gerald Madkins
Director of Global Scouting & International Affairs	Arturas Karnisovas
Strength & Conditioning Coach	David Macha
Rehabilitation & Performance Coordinator/Assistant Athletic Trainer	Keith Garnett
Equipment Manager	Anthony Nila
Personnel Scout	Brent Johnson
Basketball Technology Developer	Sachin Gupta
Basketball Operations Video Coordinator/Systems Developer	John Cho
Basketball Operations Technology Administrator	Monte McNair
Personnel Video Coordinator	Phil Jabour
Player Security	Butch Grant
Basketball Operations Executive Assistant	Sandie Largent
Team Physicians	Memorial Hermann
	Dr. Thomas Clanton (orthopedic/sports medicine), Dr. Mark Adickes (orthopedic/sports medicine),
	Dr. Hussein Elkousy (orthopedic/sports medicine), Dr. Walter Lowe (orthopedic/sports medicine),
	Dr. M. Bowes Hamill (ophthalmology), Dr. James Muntz (internist),
	Thomas O'Brien, D.D.S. (dental), Russ Paine (physical therapist)

Box Office

Senior Director, Ticket Operations	Josh Logan
Director, Ticket Operations	Eric Marglous
Assistant Manager, Ticket Operations	Calvin Washington
Ticket Operations Coordinator	Vanessa Dominguez
Ticket Operations Representatives	Michael Boyce, Chrystal Martin
Box Office Supervisors	Theresa Dibrell, Gene Tinner
Box Office Associate	Valentina Guzman

Broadcasting

Director, Broadcasting	Joel Blank
Television Announcers	Bill Worrell, Clyde Drexler, Matt Bullard (FSN Houston/my20)
Radio Announcers	Craig Ackerman, Adam Wexler (KILT SportsRadio 610 AM)
Spanish Radio Announcer	Adrian Chavarria (KEYH 850 AM)
Team Videographer	Evan Gelber
Broadcast Editor	Jonathan Mazzapica

Community Relations & Business Communications

Director, Community Relations	Sarah Joseph
Senior Coordinator, Community Relations	Hai Duong
Community Relations Coordinators	Naomi Perez, Shakira Wardally

Corporate Development

Senior Director, Premium Sales & Services	Jason Kohll
Director, Corporate Services/Key Accounts	Frances Castaneda Dyess
Director, Corporate Sales	Doug Holtzman
Senior Manager, Corporate Development	Dawn Keen
Senior Manager, Suite Services	Sarah Williams
Managers, Corporate Sales	David Fletcher, Rod Henderson, Tony Sullivan, Scott Wessels
Managers, Corporate Services	Stephanie de Ybarrodo, Rachel Gottschalk, Elena Toledo, Tameka Woodley
Manager, Suite Sales	Tia Norman
Senior Executive, Suite Sales	Linda Rocamontes
Suite Sales Executives	Oby Ekechi, C'Nea Hatches
Suite Services Executive	Cortez Nichols

Finance & Administration

Controller	Larry Kaiser
Director, Human Resources	Olga Piskor
Director, Information Technology & Telecommunications	Victor Tan
Manager, Finance	Sue Feng
Manager, Administrative Services	Terri Glenn
Telecommunications Supervisor	Danny Jackson
Staff Accountant	Bo Tang
Help Desk Administrator	Leo Herrera
Network Administrator	Okpara Young
Senior Coordinator, Human Resources	Edna Chan
Human Resources Coordinator	Dayle Laws

Rockets Directory

Business & Travel Coordinator	Geraldine Chell
Accounts Payable Coordinator	Eloise Gamez
Administrative Services Coordinator	Michael Moore
Payroll Coordinator	Loretta Shepherd
Senior Receptionist	Sandra Banks
Staff Receptionist	JoAlice Hernandez

Marketing & Strategy

Director, Marketing Operations	Ken Sheirr
Manager, Marketing	Jennifer Davenport
Manager, Business Strategy	Neil Kennish
Manager, Game Operations	Jonathan Kornblith
Manager, Creative Services	José Lopez
Manager, E-Marketing	Paul Suarez
Mascot Event Specialist	Robert Boudwin
Dance Team Manager/Choreographer	Susie Boudwin
Graphic Designer	Mitch McGee
Web Developer	Tavares Davis
Senior Coordinator, Promotions	Leilani Borbon
Marketing Coordinator	Schivonne Cunningham
Mascot Coordinator	Dominic Davila
E-Marketing Coordinator	John Dabkowski
Promotions Coordinators	Tamara Lupo, Chrislord Templeonuevo
Game Operations Coordinator	Jackie Maldonado
Content Writer	Jason Friedman

Media Relations

Director, Media Relations	Nelson Luis
Manager, Media & Player Relations	Tracey Hughes
Manager, Media Services	Bob Schranz
Media Relations Coordinator	Allan Rojas

Retail Operations

Director, Retail Development & Operations	Kara Infante
Manager, Retail Operations	Grace Renteria
Assistant Manager, Retail Warehouse	Amanda Boyd

Ticket Sales & Services

Senior Director, Rockets Ticket Sales	Gretchen Sheirr
Director, Ticket & Premium Services	Zee French
Manager, Premium Services	Chris Costa
Manager, Inside Sales	Cristofer Garthe
Manager, Group Sales	Jodi Jasso
Manager, Ticket Services	Brandon Moss
Manager, Season Ticket Sales	Rob Zuer
Group Sales Account Executives	Meredith Bland, Kersondra Cunningham, John Donovan, Hilary Duffy, Cathy Venegas
Premium Service Executives	Stephanie Briscoe, Abbie Gold
Premium Ticket Sales Executives	Lindsay Feagin, Jesse Salazar
Ticket Sales Account Executives	Jerry Burke, Leroy Fountain, Edward Gonzalez, Kimberly Haydel, April Josey, Darrin Kaucher, Mark Mulee, Mark Smith, Cara Tamburello, Lisa Ward, Marc Williams, Brent Williamson, Richard Bellot, Stephen Jones, Tonya Stephens, Vanessa Stiver, Sheila Young
Ticket Service Executives	Anna Lyssa Cuevas
Ticket Sales & Services Coordinator	Anna Lyssa Cuevas

Toyota Center Operations

Director, Event Operations	Scott Manley
Director, Facility Operations	Greg Poole
Director, Security Services	Bryant Savage
Director, Event Marketing & Booking	Amanda Strudler
Director, Scoreboard Operations	Doug Swan
Chief Engineer	Edgar Portillo
Manager, Production/Producer	Joe Abercrombie
Manager, Facility Services	Carlos Sepulveda
Manager, Finance of CCS&E	Nicolas Somoano
Manager, Event Operations	Hillary Thomas
Assistant Manager, Production	Jim Adessa
Senior Coordinator, Security	Michael Drummond
Senior Coordinator, Audio/Visual	Jacob Myer
Event Sales Executive	Jennifer Wallis
Staff Accountant, CCS&E	Sara Mayorga
Lead Operator	Roderick Collins
Building Operators	Tajma Baker, Alex Guajardo, Kelly Lemond, Paul Purczinsky, Devin Zaring
Building Electrician	Daniel O'Malley
Maintenance Electrician	Joel Poff
Lead Carpenter	Marcellus Henderson
Building Carpenter	Don Allen
Maintenance Supervisor	Troy Ford
Facility Services Supervisors	Juan Castillo, Douglas Galeano, Mike Muse
Facility Services Assistant Supervisor	Inmar Alvarez
Facility Services Event Staff	Eddie Allen, Kenya Freeman, Cyrus Mitchell
Video Production Coordinator	Terra'nce Daniels
Event Group Sales Coordinator	Courtney Aldrich
Audio/Visual Coordinator	Scott Foulkrod
Event Services Coordinators	Amber Goodspeed, Jessica Spangle
Guest Services Coordinators	Josh Guerra, Jennifer Whitcomb
Event Marketing Coordinator	Laura Maag
Quality Control Coordinator	Patrick Dumana
Facility Services Administrative Assistant	Jennifer Kuehn
Arena Operations Administrative Assistant	Jennifer Baker



Leslie L. Alexander - Owner

Owner

Leslie Alexander assumed ownership of the Houston Rockets on July 30, 1993, and – over the last 15 years – has devoted his efforts to making his teams champions both on the basketball court and in the community. Alexander's dedication to winning has resulted in two NBA championships with the Rockets and four WNBA titles during his 10-year (1997-2006) operation of the Houston Comets, giving Houston its first professional sports championships. Off the court, the Rockets franchise has set the standard for community involvement.

"I've always believed that sports teams are in the unique position to make a real difference in their communities," Alexander said. "When I bought the Rockets, that was my dream. I hoped to make a difference for the people of Houston, both emotionally and financially."

Since 1993, Alexander has dedicated himself to building the Rockets in every area. His vision to construct a downtown arena took shape in Nov. 2000, as Harris County voters approved a referendum to build a new home for the Rockets. Groundbreaking for the arena took place on July 31, 2001. Alexander's tireless efforts became a reality in Sept. 2003 with the opening of Toyota Center – Houston's state-of-the-art, multi-purpose facility. Alexander, who has held the longest ownership tenure in franchise history, continues to strive for peak success both on and off the court.

Alexander's desire to bring Houston another championship has resulted in active offseasons over the last two years. He began by naming Daryl Morey as the successor to Carroll Dawson as general manager of the Rockets. Alexander then went out and hired Rick Adelman as head coach. A proven winner, Adelman became just the second head coach in team history to win at least 50 games in his first full season with the Rockets and guided Houston to the second-longest winning streak in NBA history (22 in a row: 1/29/08-3/16/08). Building off of two 50-win campaigns over the prior three seasons, the 2007-08 Rockets also posted the best winning percentage in the NBA after Jan. 1, 2008.

An active participant in all phases of the team's operations, Alexander has continually proven his commitment to success. Since his arrival, he has engineered numerous bold moves designed to make the Rockets a perennial contender:

- In 1995, Alexander orchestrated a deal with Portland to acquire Houston native Clyde Drexler. The trade helped to deliver Houston's second consecutive title just four months later.
- In 1996, Alexander signed Hakeem Olajuwon to a long-term contract extension and obtained NBA All-Star Charles Barkley from Phoenix.
- In 1999, Alexander acquired the draft rights to Steve Francis from Vancouver.
- In 2002, the Rockets made history with the top pick in the 2002 NBA Draft by selecting Yao Ming, making him the first-ever player from an international league to be drafted first overall.
- In 2004, Alexander approved a seven-player trade with Orlando to bring in two-time NBA scoring champion Tracy McGrady.
- In 2005, Alexander signed Yao to a multi-year contract extension.
- In 2006, Alexander endorsed the acquisition of Shane Battier from Memphis.
- In 2007, Alexander hired Adelman and authorized the trade for international-star Luis Scola.
- In 2008, Alexander approved the trade for 2003-04 NBA Defensive Player of the Year Ron Artest from Sacramento and the signing of free agent Brent Barry, who ranks as one of the best perimeter shooters in the NBA.

While Alexander's teams have enjoyed success on the basketball court, unique to the Houston organization

is its off-the-court commitment to the community. Building a better quality of life for Houstonians is a driving force for Alexander and his organization.

In 1995, Alexander established the Clutch City Foundation with the goal of providing help, hope and inspiration to those who might otherwise be forgotten. The Clutch City Foundation funds and operates comprehensive programs benefiting thousands of children each year, as well as serving as the umbrella organization for all Rockets community initiatives. Over 13 years of active community involvement has resulted in nearly \$10 million raised for local charities, allowing the Rockets to impact tens of thousands of Houstonians each year. One of its premier fundraising events is the Clutch City Foundation Tux & Tennessees Charity Gala, which has raised nearly \$5 million since 1996. Alexander and the Clutch City Foundation have also aided international efforts spearheaded by Rockets Players Yao Ming and Dikembe Mutombo, committing a combined \$850,000 last season to support efforts to help those devastated by the earthquake in China on May 12, 2008, and to help build the Women & Children's Center within the Biamba Marie Mutombo Hospital and Research Center located in the Democratic Republic of the Congo.

"It's so important to me that the Rockets find a way to thank the fans for their overwhelming support," Alexander said. "One way we try to do that is by reaching out to young people and those who are under-served in our community through our community programs and fundraising initiatives."

Alexander and the Rockets were honored in 1997 with the Pro Team Community Award, given by the World Sports Humanitarian Hall of Fame. The award recognizes one professional team each year that exemplifies community service and acts as a catalyst for community pride and spirit.

In 1998, Alexander's organization was awarded the Leadership Houston "Leadership in Action" Award for outstanding community service to education, one year after winning the same award for outstanding community service to youth.

When flooding from Tropical Storm Allison devastated the Houston area in June 2001, the franchise helped to raise over \$230,000 for flood relief by auctioning off hundreds of memorabilia items, including authentic rings from each of the organization's six championships. In addition to donating all of the memorabilia for the auction, as well as the funds raised, Alexander, the NBA and WNBA gave \$150,000 to the flood relief effort.

Since 2002, Alexander has donated a total of \$800,000 to the Houston Chronicle project, Goodfellows, which provides holiday gifts to needy children. In addition to several of the largest single contributions in the program's history, Alexander hosts an annual holiday party for the Goodfellows children and their families.

In Sept. 2005, just days after Hurricane Katrina ravaged many parts of Louisiana, Alabama and Mississippi, Alexander immediately stepped in to assist the thousands of displaced residents who took shelter in Houston by organizing Houston HopeFest. The unprecedented three-day relief effort held at Toyota Center consisted of a day-long donation drive, followed by two days of providing basic humanitarian assistance, which included job skills training and placement services, housing assistance, as well as medical and counseling services.

An animal-rights advocate, Alexander has also donated \$2.5 million to the Humane Society of the United States, and millions of dollars to other charitable causes worldwide.

Through the Clutch City Foundation, Alexander and his organization will continue to make a difference in the lives of Houstonians for years to come.

Chief Executive Officer

CEO

Thaddeus B. Brown

Thaddeus "Tad" Brown is in his seventh season with the organization, and his third as Chief Executive Officer of the Houston Rockets and Clutch City Sports & Entertainment. Brown oversees the planning and execution of all facets of the organization's business operations relating to the Rockets and Toyota Center. He also works with Owner Leslie Alexander to set strategic goals and analyze future growth opportunities for the franchise.

During his tenure, Brown has been instrumental in forging strong relationships with community leaders, as well as developing and building the organization's strategic business partnerships. The Rockets business team has thrived under Brown's guidance, setting Toyota Center records for sellouts, average attendance and customer satisfaction. In 2007-08, the Rockets registered the largest regular season home attendance in franchise history with 718,524 fans passing through the gates at Toyota Center, surpassing the previous high of 681,051 set back in 1987-88. Brown's efforts to make the organization an industry leader in customer service and convenience has led to the introduction of Flash Seats, an innovative paperless ticketing system that allows season ticket holders the ability to manage their tickets online.

Brown has also served as the driving force behind the franchise's strong community outreach efforts, which have focused on charitable giving, as well as hundreds of hours of community service. He is an active member of the Houston community, serving on the Greater Houston Partnership's Opportunity Houston Committee, The United Way Young Leaders and The Houston Children's Charities, as well as numerous other business and charitable endeavors for which he represents Mr. Alexander and the organization.

Before moving into his current role on Oct. 30, 2006, Brown served as Senior Vice President of Sales, Marketing & Broadcasting. During that time, he was responsible for the highly successful integration of the team's Corporate Development, Marketing, Ticket Sales, Suite Sales, Media Relations, Broadcasting and Community Relations Departments. Brown, who joined the organization as Vice President of Corporate Development in 2002, has overseen the team's naming-rights agreement with Toyota Center, the development of the organization's long-term radio and television strategies, the execution of the 2006 NBA All-Star Weekend, and has taken the lead in developing the team's customer service and brand-building initiatives.

Prior to joining the Rockets, Brown was a Founder, and ultimately, President of Streetball Partners International. He worked closely with NBC Sports and the NBA for over a decade to build Streetball into the largest global grassroots basketball property in the world. Brown managed all sales, marketing, sponsor service, licensing and new business initiatives for Streetball. He oversaw Streetball's growth from a staff of 10 to over 250 employees worldwide during his tenure.

Brown is a graduate of Colgate University, where he was a four-year starter and three-year captain of the varsity basketball team. He and his wife, Janice, have four daughters.

