

ORLANDO MAGIC PARTNER WITH CITY OF ORLANDO TO PROVIDE FINANCIAL ASSISTANCE FOR WEST CHURCH STREET BUSINESSES

Orlando, FL – November 17, 2008 - The Orlando Magic have partnered with the City of Orlando to aid West Church Street businesses impacted by construction on the new Events Center.

Retroactive to coincide with the commencement of construction, the Magic will provide West Church Street Businesses nearly \$50,000 (\$49,259.44, 25 percent of the \$197,037.76 total rent due during the 24 month period) to help pay the 11 tenants' rent from July 2008-June 2010.

The shops are located across the street from the future main entrance of the Events Center on a roadway that will be closed to traffic for portions of construction over the next 20 months.

“We want to help set the tenants up for success so that at the end of the two years, they are ready to take advantage of the million people each year that will be coming across their front door from the Events Center,” Orlando Magic Chief Operating Officer Alex Martins said. “From the very beginning, we have set out to create the framework for a facility that will be the catalyst for economic revitalization on downtown’s West side, while establishing a flexible design that will serve as a great home and attract the nation’s premier events.”

The Magic and the City of Orlando will provide the tenants, who are located within a bounce pass from the future main entrance of the Events Center, with both business plans and training to prepare them for the plethora of foot traffic that will be coming across their doorsteps when the Events Center opens in 2010.

During July 25th groundbreaking festivities for the Events Center, the Magic used the West Church Street’s Paradise Island Café’ to cater the event.

With the building of the new downtown Events Center on the City of Orlando’s West side, the Orlando Magic – the developers of the new arena – is also focused also on revitalization efforts in the Parramore neighborhood. Recent efforts have included:

- Pledging \$250,000 to the Parramore Kidz Zone and After School All-Stars to provide positive programs for local youth vulnerable to drugs, gangs and violence.
- Refurbishing Parramore’s New Image Youth Center. Once moldy and rat-infested, the new education center now features flat-screen televisions, freshly painted walls, desktop computers, new carpeting, a Nintendo Wii and central air conditioning.
- Renovating the Downtown Boys and Girls Club.
- Providing school supplies to the Bridge To Independence School and sponsoring a trip for kids from the Parramore Kidz Zone to New York City.
- When Magic forward Hedo Turkoglu received the NBA’s Most Improved Player Award presented by Kia Motors, he donated a brand-new 2009 Kia Borrego seven-passenger SUV to Parramore Kidz Zone.
- Dwight Howard presented 300 pairs of adidas shoes to the students at Orange Center Elementary for their hard work towards improving their FCATs.
- Orlando Magic center Adonal Foyle delivered healthy snacks, Magic backpacks and a

meaningful message on making healthy lifestyle choices to the elementary students at Nap Ford Community School in Parramore. The visit coincided with the school's commencement of the "Junk Free Zone," which focuses on eliminating bad language, unhealthy foods and unproductive habits, while encouraging a healthy lifestyle.

- Equipped with paint brushes, drills, hammers, gloves and garbage bags, the Orlando Magic's staff volunteer program (MVP) helped renovate a Parramore area home. Last year the Magic employees totaled 5,858 hours of community service.

Orlando's NBA franchise since 1989, the Magic's mission is to be world champions on and off the court, delivering legendary moments every step of the way. On the court, Orlando has won three division championships (1995, 1996, 2008), had four 50-plus win seasons, and won the Eastern Conference title in 1995. Off the court, 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. Orlando Magic community relations programs impact an estimated 75,000 kids each year, while a Magic staff-wide initiative provides more than 5,000 volunteer hours annually. In addition, over the last 19 years nearly \$14 million has been distributed to local non-profit community organizations via The Orlando Magic Youth Fund (OMYF), a fund of the McCormick Foundation since 1994, which serves at risk and disadvantaged youth. Ticket highlights for 2008-09 include: 7,569 seats priced \$25 or under per game; a \$27 lower bowl ticket; and tickets priced at \$10 per game. For ticket information log on to orlandomagic.com or call 407-89-MAGIC.

Through the National Basketball Association's NBA CARES program, the league, players and teams will raise and contribute \$100 million for charity, donate more than 1 million hours of hands-on volunteer service to communities worldwide, and build more than 100 places where kids can learn and play over the next five years.

The Orlando Magic is also the developer of the new downtown Events Center which will compete to host major national events, concerts and family shows. Opening in the fall of 2010, the facility will be operated by the City of Orlando and owned by the Central Florida Community.