

Michael Jordan's Statement on the Court Accepting his Lawsuit

Beijing, March 01, 2012

"I am very happy that the Chinese courts have accepted my case to protect the use of my name and the interests of Chinese consumers. Qiaodan Sports has built a business off my Chinese name, the number 23, and even attempted to use the names of my children, without authorization. I think Chinese consumers deserve to be protected from being misled, and they should know exactly what they are buying.

"I am taking this action to preserve the ownership of my name and my brand.

"No one should lose control of their own name, and the acceptance of my case shows that China recognizes that this is true for everyone. After all, what's more personal than your name?"

Please visit the website at www.therealjordan.com to access information relating to this lawsuit and to view a video message from Michael Jordan.

MICHAEL JORDAN

An NBA legend, Michael Jordan was inducted into the Naismith Memorial Basketball Hall of Fame in September 2009. As a player, Jordan virtually rewrote the record book. He played 13 seasons for the Chicago Bulls, leading the league in scoring a record 10 times. His 30.1 points per game average is the highest in NBA history and, with 32,292 points, he ranks third on the all-time scoring list. Jordan led the Chicago Bulls to six NBA Championship titles and was named NBA Finals MVP during each of those series. A five-time regular season MVP, in 1991 and 1992, he became the only player to win back-to-back regular season and Finals MVP awards.

In March 2010, Jordan became the majority owner of the Charlotte Bobcats, after four years as part of the team's ownership group and its Managing Member of Basketball Operations. Jordan is the first former player to become the majority owner of an NBA franchise.

CONTACTS

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