

An Official Message from Michael Jordan

VIDEO SCRIPT

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Hi—I'm Michael Jordan.

I've been in the public eye now for 35 years. During that time of my basketball career, I have established a name, a likeness or identity that represents me personally.

When you see the Jordan brand, it's a direct connection of who I am: Michael Jordan.

I've always thought my name means everything to me, and it's something that I own—and when someone takes advantage and misrepresents that, I think it's left up to me to protect that.

I think that's for everyone, not just Michael Jordan. I think it's everyone, globally, all over the world. When you have your name, it is your DNA, and when someone takes it, then I think it's a violation and you want to protect it at every moment.

Unfortunately a Chinese sports company has chosen to build a Chinese business off my Chinese name without my permission. It pains me to see someone misrepresent my identity.

I have no other choice but to turn to the courts—other athletes have done the same. I feel the need to protect my name, my identity and the Chinese consumers.

I think companies do succeed by having an established relationship with the consumers and an honest relationship with the consumers.

When I was a former player, I played within the rules, I played off of honesty. I was very competitive but honesty was within the rules and what I played by. Today, even in business, honesty is something that I truly, truly hold as a high value, and I stay within the guidelines.

No one should lose control of their own name; China recognizes that for everyone. It's not about the money; it's about principle—protecting my identity and my name.

I have a special bond with the Chinese fans; they have been to Chicago to support me when I played for the Bulls, I have been to China, and they were very supportive of me when I was there. So I feel that it's important for me to make sure they are not misled by this Chinese company.