

The NABC Redefines Sports Hall of Fame with Launch of the College Basketball Experience at Kansas City's Sprint Center Arena

Design places fan at center of coach-player relationship

Facility opens October 10th

Kansas City, MO, October 1, 2007—Time to redefine the sports hall of fame experience? The National Association of Basketball Coaches (“NABC”) says yes, and the College Basketball Experience (“CBE”)—a 41,500 square foot interactive space—is designed to put fans inside the game of basketball like never before. The College Basketball Experience, which features the National Collegiate Basketball Hall of Fame as one component of the entire facility, formally opens on October 10 at Kansas City's new downtown arena, Sprint Center, in advance of the NABC's second annual induction of new members into the National Collegiate Basketball Hall of Fame on November 17-18. The CBE was founded by the NABC and the NABC Foundation.

The facility, designed by ESI Design, allows fans to experience the game from the perspective of players and coaches. From the moment visitors enter the CBE, they are greeted with a landscape of sound—moving from the coaches' pep talk to the whispers of a team huddle as players prepare for the game, to the roar of cheering crowds as they enter on the main level. The experience is amplified by an array of multimedia and hands-on-the-ball interactives that simulate the thrill and challenge of the college game. Throughout, fans are guided by the voice of the coach. From this intimate perspective they learn winning plays, hone their skills, honor the history and heroes of the sport, and gain a richer understanding of the pivotal role coaches play in shaping young players' lives, both on and off the court.

“The College Basketball Experience is the first major facility of its type to celebrate the sport of men's college basketball—a game beloved not for glamour and wealth but for the passion of its players, the support and participation of its fan base, and the bond between coach and player,” said CBE CEO Kevin Henderson. “The CBE not only brings visitors inside the game to experience first-hand the thrill of the ultimate team sport, but it also integrates into the visitor experience the ideals of integrity, teamwork, commitment, determination, and sportsmanship that our coaches emphasize with their players.”

“ESI's goal was to involve the fan experientially in the coach-player relationship,” said Edwin Schlossberg, founder and principal designer of ESI Design. “We wanted to bring fans inside the college game and invite them to physically

interact with, and contribute to, the exhibits themselves. Fans not only break a sweat through hands-on-the-ball activities but also pay homage to the mentors in their own lives as they contribute testimonials and take time to reflect. This 21st century sports experience thrives and grows thanks to visitors' physical and emotional participation."

"The game was invented in Springfield, MA, but grew from its roots in and around Kansas City. This College Basketball Experience facility is about all of us who have a passion for the game," said Jim Haney, NABC Foundation Executive Director. "We were fortunate to have people like former Kansas City Mayor Kay Barnes and members of the Kansas City business community share our passion and take leadership roles in the development of the CBE."

Haney continued, "The CBE is not a museum and the main attractions are not artifacts behind glass. This is the long-awaited celebratory home for the sport of men's collegiate basketball. We will succeed as a major sports venue by meeting and exceeding the expectations of the college basketball fan through immersion in the physical nuances of the game while creating a compelling narrative about college basketball's larger mission for all visitors."

Visitors to the CBE become experientially involved in the college basketball by:

- **Getting pumped up for the game** hearing pre-game pep talks from the coaches before spilling out into Center Court, a [3/4-sized] regulation court.
- **Experiencing the game from the inside**, role-playing on Center Court.
- **Shooting the ball** in high-energy, hands-on experiences (for individuals and groups) including *Beat the Clock*, *Step Up to the Line*, *Drill Free-Throws*, *Shoot from Downtown*, *Throw It Down* and *Team Up* on the upper level and *Make the Pass*, *Clean the Glass*, *Get in the Zone* and *Kid's Court* on the lower level.
- **Hearing game strategies** from the best in themed *Coaches Kiosks*.
- **Contributing stories to the *Mentor's Circle*** and hear first-person accounts from coaches and players about who made a difference in their lives.
- **Paying tribute to the legends of the game** in the *Hall of Honor* demonstrating why basketball is so much more than just a game.

About NABC

Located in Kansas City, MO, The National Association of Basketball Coaches (NABC), was founded in 1927 by Phog Allen, the legendary University of Kansas basketball coach. Since its inception, the NABC has contributed numerous ideas and programs to help preserve and enhance the positive aspects of college basketball, including establishing the original Basketball Hall of Fame (Naismith Memorial Basketball Hall of Fame), creating the format for today's NCAA Basketball Tournament, supporting Coaches vs. Cancer, and building the NABC National Collegiate Basketball Hall of Fame as part of the newly conceived Sprint Center Arena in downtown Kansas City.

About ESI Design (www.esidesign.com)

Headquartered in New York City, ESI Design is one of the world's foremost experience design firms, creating innovative physical and virtual environments that connect audiences with today's leading cultural and commercial institutions. The firm was founded in 1977 by interactive pioneer Edwin Schlossberg with the mission to create informed conversations in public spaces that encourage participation, make people smarter, and empower action towards positive change. Clients include Sony, Best Buy, Mercy Corps, The Rock and Roll Hall of Fame, Children's Museum of Los Angeles, and the American Family Immigration History Center at Ellis Island.

About Boston Productions (www.bostonproductions.com)

Located in Norwood, Massachusetts, Boston Productions specializes in designing and producing rich, immersive media experiences for museums and special venues. With over fifteen years experience developing and producing creative media for museums and special venues, Boston Productions has installed some of the most innovative interactive media exhibits and immersive theaters throughout the country.

About Design and Production (www.d-and-p.com)

Design and Production Incorporated (D&P), a privately held company in the Washington, D.C., metropolitan area, provides total-service exhibit project management, production, and media services to cultural institutions throughout the United States and abroad. A skilled organization with a professional and technical staff of approximately 130 full-time personnel, D&P's recently completed projects include the National Museum of the Marine Corps (Quantico, VA), the New World of Coca-Cola (Atlanta, GA), and the Jamestown Settlement Visitors Center (Williamsburg, VA).

Zimmer Real Estate Services, L.C. (www.zimmercos.com)

Zimmer Real Estate Services is a part of Zimmer Companies, an interrelated group of real estate oriented entities specializing in the sale, leasing, development and management of commercial real estate. During its 50-year history, Zimmer has been responsible for the development of over 28,000,000 square feet of commercial buildings throughout Kansas City and other parts of the country, as well as the development of 2,500 acres of business parks. Current and recent major firm accomplishments include the development, on behalf of Sprint, of its new 4,000,000 square foot World Headquarters Campus; Master Developer of Village West, the 400-acre retail tourism destination development adjacent to Kansas Speedway; co-development of 2555 Grand Boulevard with Crown Center Redevelopment Corporation for Shook Hardy & Bacon; and leasing of 100,000 square feet of office for Federal Reserve Bank of Kansas City in downtown Kansas City, Missouri.