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ESPN3 TO DELIVER LIVE COVERAGE OF CHAMPIONS BASKETBALL LEAGUE GAMES

NEW DEAL WILL BRING CHAMPIONS BASKETBALL LEAGUE TO FANS ACROSS THE NATION

NEW YORK – March 8, 2016 – The Champions Basketball League, a new 16-team competitive summer basketball league featuring former pro players, is excited to announce its agreement with ESPN to deliver live League games and events on ESPN3.

Under the media deal, ESPN3 will live stream games scheduled during the season which runs from July through August and features teams located in 16 major cities: New York, Boston, Philadelphia, Washington, D.C., Miami, Orlando, Atlanta, Cleveland, Chicago, Minneapolis, Dallas, Houston, Detroit, Phoenix, Los Angeles and San Francisco.

"With this deal between ESPN and the Champions Basketball League, we're now able to reach basketball fans from coast to coast—it's important for us to both put a competitive product on the floor and engage with our fans to help them become part of the action by providing simple access to their favorite players straight from the NBA," said Carl George, CEO of Champions Basketball League. "It is an honor for us to be working with the worldwide sports leader, ESPN."

"We look forward to delivering the new Champions Basketball League on ESPN3," said John Lasker, Vice President of Programming for ESPN. "The network – which live streams thousands of exclusive events annually – allows us to not only serve existing fans, but also attract new audiences nationwide."

The Champions Basketball League will host its inaugural charity game in St. Louis, Missouri, at Chaifetz Arena on April 10th, 2016. The event will feature players and All Stars who recently competed in the NBA and played professionally along with Hall of Famers coaching from the bench. The game will benefit the Stuart Scott Memorial Cancer Research Fund at The V Foundation along with other local St. Louis charities. The first official 2016 Champions Basketball League game will tip off in July and will be live on ESPN.

This multi-year agreement will bring pre-season, regular season and the September Champions Basketball League Championships to fans across the US and the world. The terms of the agreement are confidential however there is a revenue share opportunity for the League.

About The Champions Basketball League

The Champions Basketball League is an exciting brand of sports with unique programming that is all about the fans. For true basketball fans, Champions delivers fans favorite players straight from the NBA, featuring a 16-team professional summer basketball league built for fan fun. Champions League will host year-round charity events, camps and community-based programs in all 50 states and connect fans and athletes through a bold new sports marketing model, with tickets priced at $25 that includes a meet & greet and a pre-game youth shootaround with the players. Social responsibility is a cornerstone of the organization. Year-round programming will include hundreds of community and internet-based events featuring Champions League players and coaches to benefit charity partners. More information can be found on their website at www.ChampionsHoops.com.

About ESPN3

ESPN3 is ESPN's live multi-screen sports network, a destination that delivers thousands of exclusive sports events annually. It is accessible on computers, smartphones, tablets and connected devices through WatchESPN. The network is currently available to more than 99 million homes at no additional cost to fans who receive their high-speed Internet connection or video subscription from an affiliated service provider. It is also available at no cost to approximately 21 million U.S. college students and U.S.-based military personnel via computers, smartphones and tablets connected to on-campus educational and on-base military broadband and Wi-Fi networks.

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