

2006



PRESENTED BY



DALLAS MAVERICKS NEWS RELEASE

Corporate Communications Department
2909 Taylor St. • Dallas, Texas 75226
214.747.6287 • Fax 214.752.3860 • mavs.com
Dawn Turner, Director • Gina Calvert, Manager
Matt Miller, Coordinator

For Immediate Release

June 15, 2006

MEDIA ADVISORY

What: Grand Opening of the Dallas Mavericks Ultimate Fan Shop at NorthPark Center featuring 50% off the NBA Finals Dueling Caps and all Western Conference Champion apparel.

When: Friday, June 16th, 1 p.m. CT

Where: The store is located on the second level of the new section on the north side of NorthPark Center. NorthPark Center, located west of Park Lane and Highway 75 (North Central Expressway)

Media Info: **B-roll/Intvws:** Escorted media will be allowed to get b-roll of the store and talk with patrons anytime during mall hours. All spokesperson requests must be submitted to Mavs personnel in advance. In addition, special arrangements can be made for morning TV shows to do live shots (after June 16) from the store if requests are received in advance.

Parking: See attached map (location for media parking is designated in yellow)

Entry: Media doing live shots will be directed to the entry door where they can run cable. Please be advised you will need approximately 450 feet of cable to get from the parking lot to the store. In addition, Media entering prior to 10 a.m. must meet a NorthPark representative at the North entrance between Kona Grill and Luna de Noche.

RSVP: Dawn Turner, Mavs, 214-658-7170 (or 214-869-8520
Matt Miller, Mavs, 214-658-7108 or 214-766-2803
Gina Calvert, Mavs, 214-658-7177 or 214-207-6153
Christine Szalay, NorthPark Center, 214-369-1234
WEEKENDS: Kelle Jackson, Buzzell, 214-662-6644 (c)

Details: The Dallas Mavericks Ultimate Fan Shop at NorthPark Center will carry all the latest NBA Finals and Western Conference Champion apparel and other Mavs items, as well as a variety of Cowboys, Rangers, Stars and collegiate apparel.

"Fans loved the temporary store we opened at NorthPark during the holidays, so we decided to make it a permanent location," said Mavs owner **Mark Cuban**. "Mavs Mania has taken over the Metroplex, and this gives fans a convenient place to get their Mavs gear!"

mavs.com