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EUROLEAGUE BASKETBALL OFFICIAL GUIDE

2007-2008

PROMOTING BASKETBALL IN EUROPE



EUROLEAGUE BASKETBALL OFFICIAL GUIDE 2007-2008

Euroleague Basketball, S.L.

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Dear friends,



EDUARDO PORTELA
ULEB President

Welcome to the 2007 – 2008 Euroleague Basketball season! One more year, for the eighth consecutive season, Euroleague Basketball show begins.

During the next seven months we will watch the dramatic competition between the 24 participating teams to gain one of the four available spots to participate in 2008 Final Four. The season climax will be held in Madrid between the 2nd and 4th of May, where just one team will be crowned European champion and will have the privilege of lifting the trophy of the best European competition.

This season is specially important and emotional for all basketball fans as we are celebrating 50 Years of European Club Basketball. During these 50 years we have experienced the evolution of basketball, the continued growth in quality that players and teams have demonstrated, and we have been spectators of some of the best moments in the history of basketball.

I would like to take advantage of this opportunity to invite all the basketball family to join us in this celebration. Everyone has made their own particular contribution, and we consider that as a result everybody must be involved in this anniversary. Players, coaches, referees, commissioners, clubs and National Leagues, absolutely everybody.

I can not forget in this anniversary to FIBA, founder of continental club basketball, and the entity responsible for such a solid setting to grow upon for the basketball that we now enjoy.

Of course it would be impossible to celebrate 50 years without the support of the fans who follow the season match after match. They are the reason that we wish to hold this celebration.

The significance of the past 50 years is both a good reminder of all of the achievements that have taken place, as well as a perfect starting point for all that is yet to come. Each year we work to improve the sport and combine our efforts with those of the clubs and leagues with the common goal of offering our fans an incomparable and unique experience.

I am fully convinced that the season which is about to start, will be spectacular and very attractive. I would like to invite you all, again, to come and enjoy a competition full of drama, devotion and great basketball.

Welcome to the 2007-2008 Euroleague Basketball competition, and good luck to you all.

Eduardo Portela



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Dear friends,



JORDI BERTOMEU
CEO Euroleague Basketball

Each year we promise to bring the drama and passion of the best of European basketball to all those who love and live it. As we come into our eighth season, Euroleague Basketball continues with this goal and wants to offer fans and industry specialists a new and exciting season with increased coverage and new projects.

We believe that basketball is a fundamental platform to allow people across the globe to improve their life style and enjoyment. We look to associate our league with leading brands through negotiations and sponsorship. This season we are happy to kick off with our new partnership with Nike, and with our continued relationship with UNICEF.

We will also be offering fans and industry specialists an increasing array of new projects, from our very own Euroleague Basketball Institute whereby students can learn from leading professionals; the best coaches, teachers and experts in the sporting world, via an online programme. To the new Euroleague Basketball TV where anyone anywhere in the world will be able to watch Euroleague Basketball live games.

As part of this promise to bring the best of European basketball to fans across the world Euroleague Basketball has continuously sought out of harbouring deals with international leagues such as the National Basketball Association and the Chinese Basketball Association to bring the best of international and world teams together to play in preseason tournaments. With these preseason tournaments, and others that we hope to bring to fans, we seek to make the game of basketball grow in the world.

Coming into our eighth season, we consider this year to be one of exception. With its tip off we would like to invite you all to celebrate the 50 years of European Club Basketball by offering the opportunity to take a trip down history lane and enjoy some of the greatest moments in European basketball. Throughout this season we will be commemorating some of the best players, teams and moments in European basketball, starting with the season tip off and running all the way through to 2008 Final Four in Madrid. In this way we wish to thank all those personalities, coaches, teams, leagues and of course FIBA, the founder of continental basketball, for all their passion and dedication to make European basketball a leading world sport.

Once again, welcome all to our 2007- 2008 season at Euroleague Basketball and good luck to you all.

Jordi Bertomeu



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■ BLB - BELGIUM BASKET LIGUE BELGIUM

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CORPORATE SOCIAL RESPONSABILITY PROGRAM

Euroleague Basketball launched its CSR program during the last 2006-07 season, with the aim of making it become one of the main areas of Euroleague Basketball in the near future.

Euroleague Basketball is not only a company but a sportive corporation that believes in important values such as sport and health and, in a world like ours in which poverty, illness, wars and different catastrophic situations are present in millions of people's lives, we really believe that the practicing of sport can be a good way for them to escape of their routine.

Because sport brings the childhood back to the one who practice it, and through it, different people from different status can share one only passion that brings union to all them.

Euroleague Basketball trusts that through our players, teams and leagues, the importance of practicing sport can be spread in a nice and motivating way. Therefore, we faith that their support will accompany us in the future as it has already done in the past in which they all have demonstrated a total interest and dedication for our CSR Program.

We are sure that with all our passion and dedication, this project will become a big reality.

Please help us to make our dreams come true today, because **TIME MATTERS.**