

CAVALIERS NEWS

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Cavaliers Unveil Team Shop 2.0 at The Q in Downtown Cleveland

Remodeled State-of-the-Art Store Nearly Doubles in Size with Addition of Second Level

Cleveland, OH – The Cleveland Cavaliers cut the ribbon and opened the doors to a bright new modern and inviting multi-million dollar two-story team shop inside Quicken Loans Arena on Tuesday evening. **The Cavaliers Team Shop**, now one of the largest in the NBA, has been expanded and redesigned into a distinctive retail space that represents the Cavaliers brand by capturing the energy, excitement and fun of the team and the fan experience.

The Team Shop reflects the continued culture and commitment to operating the Cavaliers, Monsters and Quicken Loans Arena in a fan-centric way that is second to none. Combined with the team's use of Flash Seats for digital, paperless ticketing and game entry, the team's upgraded concessions including Food Network star Michael Symon's two restaurant concepts at The Q added last season, along with continued upgrades to the arena and Cleveland Clinic Courts, which is widely considered the top player training and development facility in the NBA, the new Cavaliers Team Shop reflects the passionate focus of providing the best fan experience, technology and facilities in all of sports.

"We are excited to bring a new Team Shop to The Q for Cavaliers and Monsters fans. There is nobody who deserves the investment of an ownership team more than Cleveland's loyal, hard-working and supportive fans. Whether it's the Team Shop, The Q, Cleveland Clinic Courts, or any area on or off the court or ice, it is our commitment to deliver the ultimate experience for our fans that is second to none," said Cavaliers majority owner, Dan Gilbert.

Cavaliers Vice Chairmen Jeff Cohen and Nate Forbes were joined by Cavaliers and Quicken Loans Arena President Len Komoroski, General Manager Chris Grant and others for the official ribbon cutting ceremony prior to the Cavaliers first preseason game against the Charlotte Bobcats.

On the heels of the Cavaliers recent unveilings of a new team logo, new colors and uniforms, a new playing court, a new redesigned team website, cavs.com, and yes, a new team and head coach – the grand opening unveiling of the new team shop prior to the start of the 2010-11 season is perfectly timed.

The Cavaliers Team Shop located off of E. 6th street next to the main box office inside The Q, has no resemblance to its former self. The renovated shop has been fully integrated into the arena's existing structure, yet has nearly doubled in size to a spacious 5,700 square feet (from 3,200 sq. ft.). The scope of the work includes the addition of a second level mezzanine that increases the store size and provides easy access by a newly constructed staircase from the main floor.

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"Throughout the design process our goal was to create an experience that would be unparalleled in professional sports; to raise the bar and set a new benchmark by which others can use to measure their own success. Until now, state-of-the-art, point-of-sale technology and merchandising has only been seen in high-end regional malls and retail stores, and we are thrilled to be able to bring this type of first class product and experience to our fans," said Cavaliers Vice Chairman Jeff Cohen, who led the new Team Shop project.

The Cavaliers Team Shop's contemporary cool design is open and airy and mimics the inside of the arena bowl. Key features:

- A two-story jewel-like radial glass pop-out storefront creates a dramatic marquee sidewalk entrance off E. 6th Street.
- A 24-foot sliding glass storefront entrance off the main concourse to give arena event-goers visual access and convenient ingress and egress into the Team Shop.
- A scaled-down working replica of the arena's huge center-hung video scoreboard, "Q-Tube" is the focal point of the Team Shop. It has four 65" LCD screens to beam live game video feeds, graphic content, scores and statistics on game days so fans will not miss any of the action when shopping.
- Direct access to the Team Shop is now possible from two new secondary entry points via existing stairwells – from the Huntington Bank Club Level for suite holders and the Level 5 upper concourse – making it no longer necessary to enter only from the main concourse.
- Sales associates will also be equipped with hand-held point-of-sale (POS) technology, allowing them to checkout customers anywhere in the store.
- Signature design elements include:
 - tall glass panels
 - huge display windows
 - stainless steel rails
 - a metallic bronze stained concrete "basketball" floor
 - customized graphics and team Fatheads
 - module mannequins and display units that are interchangeable to keep the look of the Cavs flagship store always fresh and dynamic.

"First and foremost, our goal with the redesign was to connect the elements of our team and brand and an incredible fan experience to the shopping experience," said Len Komoroski, President of the Cavaliers and Quicken Loans Arena. "The look and feel of the team shop creates an environment where our fans feel the action and energy of what's going on inside the arena bowl. The flow and design of the store also provides for a world class shopping experience that showcases the merch as the 'star.'"

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The Cavaliers Team Shop features the widest selection and exclusive product lines for the NBA Cavaliers and AHL Lake Erie Monsters for men, women, youth and infants. The Cavaliers new colors, uniforms, logos and all new products for this season are also making their retail debut inside the new shop.

Regular store hours for the Cavaliers Team Shop are Monday - Friday: 10:00 a.m. - 5:00 p.m.; Saturday: 10:00 a.m. - 3:00 p.m.; and closed on Sunday. It is open for all Cavaliers and Monsters home games and select special events. Call the Cavaliers Team Shop at 800-252-6061 for specific event store hours and information. Fans can also shop online at cavaliersteamshop.com.

Fast Facts: Herschman Architects under the direction of Phil Badalamenti; Albert M. Higley Co. (contractor), supervisor Don Harley; ANC Sports Enterprises for the design and installation of the video scoreboard.

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