

NBA Lockout: New community basketball leagues capture attention of players and fans

In a world of salary caps, revenue sharing, and ever-growing player paychecks, NBA owners and players failed to agree on a new contract, leading to the expiration of the NBA's collective bargaining agreement on July 1. The disappointing result is a lockout with no end in sight. In fact, some experts say the entire 2011-12 NBA season might be in jeopardy.

The official word from the NBA: During the lockout, players will not receive their salaries; teams will not negotiate, sign or trade player contracts; players will not be able to use team facilities for any purpose; and teams will not conduct or facilitate any summer camps, exhibitions, practices, workouts, coaching sessions or team meetings.

"We have made several proposals to the union, including a deal targeting \$2 billion annually as the players' share — an average of approximately \$5 million per player that could increase along with league revenue growth," said NBA Deputy Commissioner Adam Silver in an NBA press release. "We will continue to make every effort to reach a new agreement that is fair and in the best interests of our teams, our players, our fans, and our game."

While the NBA lockout affects basketball fans and players across the U.S., there is a company that will soon be provid-

ing basketball fans and amateur players with an alternative. An innovative basketball league, called the CBL, now offers excitement and opportunity for basketball lovers nationwide. The Community Basketball Leagues (CBL) is the fastest-growing, amateur-based basketball network in the U.S. and they are currently raising \$2.5 million for their expansion into

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600 cities across America. The buzz surrounding the CBL centers on its Exposure League (also known as the E-League).

"The CBL is creating the most unmatched and comprehensive preparatory basketball league experience in America," said Jamar Johnson, chief commissioner of the CBL. "Our E-League is amateur-based so NBA players could not play in our league, but we would love for NBA players to join us as general managers and mentors of E-League Teams in local communities across the country."

The dynamic CBL E-League will offer professionally organized and managed teams, as well as guaranteed playing time and player development opportunities for all players. CBL players and teams have access to the organization's global basketball network of college coaches, professional and minor league basketball teams and scouts, and every basketball agent in the United States representing grad-level players within the US and overseas. General managers and coaches even receive an incentive bonus if they place a player on a college, minor or professional basketball league team.

"The CBL is the most important sports league to ever come to our area!" said CBL player Brandon A. "The league is constructed to create a pro-like environment for what are mostly amateur players. The CBL did an excellent job of making rules designed to create an exciting, fast-paced, action-packed game, where all of the players get equal playing time."

And according to CBL participant Cecil M., "The CBL provided not only a chance for players to have a safe and fun environment to play in, but it also provided an outlet for families to come and enjoy basketball at all levels."

With a 30-game E-League scheduled slotted to begin in May 2012, players and fans throughout the U.S. can depend on the CBL for exciting, family-ori-



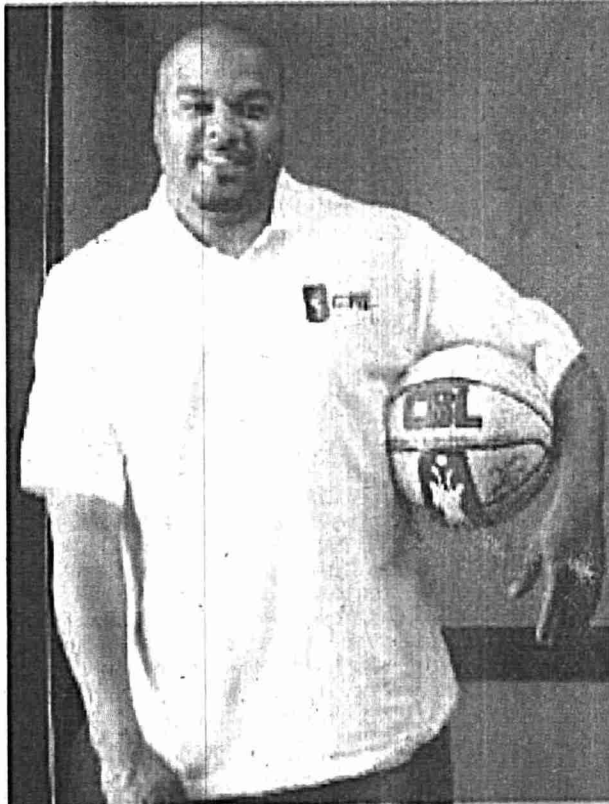
ented, community basketball. The 2012 CBL schedule includes E-League teams from cities in Arizona, Colorado, Illinois, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, New Mexico, North Carolina, and Texas. To learn more about the CBL youth and adult leagues and its nationwide, preparatory E-League basketball program, visit the CBL at www.cblhoopsusa.com.



About Community Basketball Leagues: The CBL is an amateur and semi-pro basketball league organization and amateur sports marketing company in the United States. The CBL has a participation level for all community members,

including players, fans, and business sponsors. Make a difference in your community and take part in CBL today!

About CBL CEO Jamar Johnson: The CBL is the creation of entrepreneur and former basketball player Jamar Johnson. After graduating from Indiana High School, where he played as an All-State basketball player in 1990, Johnson went on to lead the University of Nebraska men's basketball program to its first ever Big 12 conference tournament championship in 1994 and completed his bachelor's degree in human resources and family science. From May 1995 to May 1997, Johnson served as an Administrative Graduate Assistant Coach for the University of Nebraska men's basketball program. And in 1996, Johnson also had a brief stint in the professional Continental Basketball Association (CBA) with the Omaha Racers.



Jamar Johnson, CBL Chief Commissioner