



MEDIA GUIDE

0203

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DUNK TIME

Desmond Mason capped the night with one of the most memorable plays of the 2001-02 season. He sent the March 7th Sonics-Hornets game into overtime with a jaw-dropping, put-back dunk with 0.1 seconds left on the clock. Seattle went on to win the game 92-89.







**HUDDLE UP SEATTLE.
WATCH THE SONICS.**





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PRESEASON INFORMATION

2002 PRESEASON SCHEDULE

Game	Date	Opponent	City	Arena	Time
1	10/6	Utah	Spokane	Spokane Arena	6 p.m.
2	10/8	Golden State	Missoula, Mont.	Adams Center	6 p.m.
3	10/11	at L.A. Clippers	Los Angeles	Staples Center	7:30 p.m.
4	10/14	Memphis	Seattle	KeyArena	7 p.m.
5	10/16	at Portland	Corvallis, Ore.	Gill Coliseum	7 p.m.
6	10/19	Denver	Yakima	SunDome	7 p.m.
7	10/20	Sacramento	Seattle	KeyArena	6 p.m.
8	10/22	Phoenix	Casper, Wyo.	Casper Events Center	6 p.m.

2001 PRESEASON RESULTS (4-4)

Game	Date	Opponent	Site	Result/Score	Att.	Sonics High Scorer	Sonics High Reb.
1	10/10	L.A. Clippers	KeyArena	W, 96-85	7,988	Payton 18	Baker 11
2	10/11	Denver	World Arena, Colorado Springs	L, 94-92	NA	Barry 21	Elisma 7
3	10/14	Phoenix	America West Arena, Phoenix	L, 62-69	11,032	Payton 16	CB/PD/RL 5
4	10/15	Memphis	The Pyramid, Memphis	L, 99-103	10,658	Lewis 24	Lewis 9
5	10/18	Sacramento	KeyArena	W, 101-99	8,231	Payton 24	Baker 10
6	10/21	Golden State	Arena in Oakland	W, 100-84	12,486	Lewis/Payton 18	Lewis 11
7	10/25	Utah	Dee Events Center, Ogden	L, 98-103	5,557	Payton 20	Lewis 8
8	10/26	Sacramento	ARCO Arena, Sacramento	W, 106-88	17,317	Lewis 23	Barry 13

SONICS VS. OPPONENTS ALL-TIME PRESEASON RECORDS

Opponent	Won	Lost	Pct.	Opponent	Won	Lost	Pct.
Atlanta	1	0	1.000	Miami	2	1	.667
Buffalo Braves	0	1	.000	New York Nets	1	0	1.000
Boston	1	1	.500	Philadelphia	2	1	.667
Chicago	12	12	.500	Phoenix	8	10	.444
Cincinnati	2	1	.667	Portland	22	28	.440
Cleveland	1	1	.500	Sacramento	12	3	.800
Denver (ABA)	0	1	.000	San Francisco	1	1	.500
Denver (NBA)	5	6	.454	St. Louis Hawks	0	4	.000
Detroit	1	2	.333	San Antonio (ABA)	0	1	.000
Golden State	16	18	.471	San Antonio (NBA)	1	0	1.000
Houston	2	1	.667	San Diego Clippers	2	1	.667
Indiana (ABA)	1	1	.500	San Diego Rockets	8	8	.500
Indiana (NBA)	2	2	.500	Toronto	0	1	.000
L.A. Clippers	6	4	.600	Utah (ABA)	0	3	.000
L.A. Lakers	15	17	.469	Utah (NBA)	7	5	.583
Memphis	0	1	.000	Vancouver	4	1	.800
Milwaukee	4	1	.800	Washington	1	0	1.000

YEAR-BY-YEAR PRESEASON RECORDS

Year	W-L	Year	W-L	Year	W-L	Year	W-L
1967	3-9	1976	4-3	1985	1-6	1994	7-1
1968	3-9	1977	3-5	1986	5-3	1995	5-3
1969	8-1	1978	3-5	1987	7-1	1996	6-2
1970	4-5	1979	4-4	1988	4-3	1997	3-5
1971	7-3	1980	5-3	1989	2-5	1998	1-1
1972	3-5	1981	3-4	1990	5-3	1999	5-3
1973	2-6	1982	6-2	1991	5-3	2000	4-4
1974	2-6	1983	4-4	1992	4-4	2001	4-4
1975	1-7	1984	2-4	1993	4-4		

Totals: 139-140 (.498)



02-03

SONICS TELEVISION SCHEDULE

DATE	DAY	OPPONENT	TIME (PACIFIC)	NETWORK
Oct. 30	Wednesday	Phoenix	7 p.m.	KONG 6/16
Nov. 1	Friday	at Golden State	7:30 p.m.	KONG 6/16
Nov. 3	Sunday	Utah	6 p.m.	KONG 6/16
Nov. 5	Tuesday	at Houston	5:30 p.m.	KONG 6/16
Nov. 6	Wednesday	at New Orleans	5:30 p.m.	KONG 6/16
Nov. 15	Friday	Sacramento	7 p.m.	KONG 6/16, KSKN
Nov. 19	Tuesday	Orlando	7 p.m.	KONG 6/16
Nov. 23	Saturday	at Dallas	5:30 p.m.	KING 5, KSKN
Nov. 24	Sunday	at San Antonio	4 p.m.	KONG 6/16
Nov. 29	Friday	Houston	7:30 p.m.	KONG 6/16, KSKN
Dec. 1	Sunday	New Jersey	6 p.m.	KONG 6/16
Dec. 4	Wednesday	Indiana	7 p.m.	KONG 6/16
Dec. 7	Saturday	Miami	7 p.m.	KING 5
Dec. 13	Friday	at Toronto	4 p.m.	KONG 6/16, KSKN
Dec. 14	Saturday	at Detroit	4:30 p.m.	KONG 6/16, KSKN
Dec. 18	Wednesday	San Antonio	7 p.m.	KONG 6/16
Dec. 20	Friday	New Orleans	7 p.m.	KONG 6/16
Dec. 21	Saturday	at Portland	7 p.m.	KING 5, KSKN
Dec. 23	Monday	at Phoenix	6 p.m.	KONG 6/16
Dec. 30	Monday	at Denver	6 p.m.	KONG 6/16
Jan. 7	Tuesday	at L.A. Lakers	7:30 p.m.	KONG 6/16, KSKN
Jan. 8	Wednesday	San Antonio	7 p.m.	KONG 6/16
Jan. 10	Friday	L.A. Clippers	7:30 p.m.	KONG 6/16
Jan. 17	Friday	Memphis	7 p.m.	KONG 6/16
Jan. 19	Sunday	Dallas	6 p.m.	KONG 6/16, KSKN
Jan. 22	Wednesday	at Minnesota	5 p.m.	KONG 6/16, KSKN
Jan. 28	Tuesday	Golden State	7 p.m.	KONG 6/16
Feb. 3	Monday	at New Jersey	4:30 p.m.	KONG 6/16
Feb. 5	Wednesday	at Boston	4 p.m.	KONG 6/16, KSKN
Feb. 11	Tuesday	Boston	7 p.m.	KONG 6/16
Feb. 14	Friday	at Sacramento	7 p.m.	KONG 6/16
Feb. 15	Saturday	at Portland	7 p.m.	KONG 6/16, KSKN
Feb. 19	Wednesday	New York	7 p.m.	KONG 6/16
Feb. 23	Sunday	at L.A. Lakers	6:30 p.m.	KONG 6/16
Feb. 24	Monday	Detroit	7 p.m.	KONG 6/16
Feb. 26	Wednesday	Atlanta	7 p.m.	KONG 6/16, KSKN
Feb. 28	Friday	L.A. Lakers	7 p.m.	KING 5, KSKN
March 1	Saturday	at L.A. Clippers	7:30 p.m.	KONG 6/16, KSKN
March 4	Tuesday	Minnesota	7 p.m.	KONG 6/16
March 5	Wednesday	at Utah	6 p.m.	KONG 6/16, KSKN
March 7	Friday	Philadelphia	7:30 p.m.	KONG 6/16
March 11	Tuesday	Portland	7 p.m.	KONG 6/16
March 16	Sunday	at Denver	6 p.m.	KONG 6/16
March 18	Tuesday	Houston	7 p.m.	KONG 6/16
March 19	Wednesday	at Golden State	7:30 p.m.	KONG 6/16
March 24	Monday	at Phoenix	6 p.m.	KONG 6/16
March 26	Wednesday	Washington	7 p.m.	KONG 6/16
March 30	Sunday	L.A. Lakers	6 p.m.	KING 5, KSKN
April 1	Tuesday	at Chicago	5:30 p.m.	KONG 6/16
April 2	Wednesday	at Minnesota	5 p.m.	KONG 6/16, KSKN
April 6	Sunday	Utah	6 p.m.	KONG 6/16, KSKN
April 8	Tuesday	at Sacramento	7 p.m.	KING 5
April 9	Wednesday	Minnesota	7 p.m.	KONG 6/16
April 11	Friday	at San Antonio	5:30 p.m.	KONG 6/16, KSKN
April 12	Saturday	at Houston	5:30 p.m.	KING 5
April 14	Monday	at Dallas	5:30 p.m.	KONG 6/16, KSKN

All Game Times Listed are Pacific.

0203 | SONICS DIRECTORY

Chairman	Howard Schultz
President and CEO	Wally Walker

BASKETBALL OPERATIONS

General Manager	Rick Sund
Head Coach	Nate McMillan
Associate Head Coach	Dwane Casey
Assistant Coaches	Dean Demopoulos, Bob Weiss
Director of Player Personnel	David Pendergraft
Assistant GM/ Associate Legal Counsel	Rich Cho
Assistant Coach of Player Development	Dwight Daub
Athletic Trainer	Mike Shimensky
Equipment Manager/Training Facility Manager	Marc St. Yves
Assistant Strength/Conditioning Coach	Daniel Shapiro
Scouts	Steve Rosenberry, Yvan Kelly, Bruce O'Neil
Advance Scout	Gene Littles
European Scout	Lojze Milosavljevic
Video Coordinator	Walt Rock
Assistant to General Manager	Denice Vezetinski
Basketball Operations Assistant	Linda Figurelli
Team Physicians	Dr. Jeffrey Cary (Internist), Dr. Richard Zorn (Orthopedist)
Furtado Center Security	Al Lima

BUSINESS AND MARKETING

Executive Vice President of Administration	Terry McLaughlin
Executive Vice President/Broadcast Game Analyst	Billy McKinney

ADMINISTRATION

Assistant to the President	Lorna Kennedy
Director of Information Technology	Rick Shrum
Information Systems Coordinator	Allan Hoffman
Facilities Manager	Keith Boyd
Office Manager	Amy Leavitt

COMMUNITY RELATIONS

Community Relations Manager	Matt Wade
Community Programs Manager	Bryan Woods
Community Relations Assistant	Kevin Parker

CORPORATE SPONSORSHIP AND BROADCAST

Vice President of Corporate Sponsorship and Broadcast	John Croley
Senior Director of Corporate Sponsorship Sales	Deloit R. Wolfe Jr.
Manager of Corporate Sponsorship Sales	Steve Hood
Account Executives, Corporate Sponsorship Sales	Chip Bowers, Garrick Dorn, Chris Duggar, Phillip Peter
Account Managers, Corporate Sponsorship	Arlene Escobar, Cherie Finkelstein, Ronee Meredith
Corporate Sponsorship Coordinator	Janna Ford
Director of Broadcasting	Bridget Billig Backschiefs
Broadcast Manager/Producer	Jon Bradford
Broadcast Traffic Coordinator	Noelle Anderson
Play-By-Play Announcer	Kevin Calabro
Radio Engineer	Garry Greth

FINANCE

Chief Financial Officer	Danny Barth
Controller	Jean Webber
Assistant Controller	Stephanie Grube
Human Resources Manager	Karen Wheeler
Payroll and Benefits Coordinator	Linda Krueger
Accounts Payable Lead	Denae Johnson
Accounts Payable Assistant	Ellis Bannister

Accounts Receivable Coordinator	Aesha Evans
Staff Accountant	Teresa Wong

GUEST RELATIONS AND PREMIUM SEATING SERVICES

Director of Guest Relations and Premium Seating Services	Pete Winemiller
Assistant Director of Sales and Premium Seating	Sharon Wortman
Senior Guest Relations Coordinator	Peter J. Yates
Guest Relations Coordinators	Gabriella Buono, Janelle Potter
Premium Seating Coordinator	Lauren Schur
Fan Loyalty Program Manager	Jason Chrones

MARKETING

Vice President of Marketing	Rob Martin
Senior Director of Marketing and Events	Brett Ballbach
Marketing Communications Specialist	Mike Bellerive
Marketing and Promotions Manager	Ben Wilson
Marketing and Promotions Coordinator	Marshall Sele
Art Director	Lisa Gardner
Graphic Designer	R.K. Cobban
Graphic Designer	Andy Costabel

MERCHANDISING

Director of Merchandising	Jeremy Owen
Senior Merchandising Operations Manager	Dave Cromar
Distribution Manager	Mark Pillo
Team Shop Co-Managers	Krista Armas, Joel Bowyer

OPERATIONS

Director of Operations	Mark Henry
Operations Manager	Rebecca Sherwin
Operations/Promotions Coordinator	Marc Taylor
Operations Coordinator	Patrick Walker
Operations Assistants	Mickey Ahrens, Matt Russell
Video Production Coordinator	David Bishop
Audio/Video Production Assistant	Michelle Odo
Sonics Dance Team Director	Audrea Jones

PUBLIC RELATIONS

Senior Director of Public Relations	Valerie O'Neil
Director of Public Relations	Marc Moquin
Communications Manager	Patrick Coussens
Assistant Directors of Public Relations	Robyn Jamilosa, Liam O'Mahony
Public Relations Coordinator	Drew Herdener

SALES DEVELOPMENT/SUITE SALES AND SERVICES

Senior Vice President of Sales	Laura Kussick
Director of Sales Development	Martin Walker
Manager of Suite Sales and Services	Steve Ransom
Group Sales Manager	Rob Sine
Senior Sales Development Representatives	Nathan Betts, Chris Fryar
Sales Development Representatives	Keith Armstrong, Mark Baxter,
.....	Amy Burdick, Scott Earle, Dana Edler,
.....	Jenny Hamilton, Heidi Hanson, Travis Herman,
.....	Susie Jarosch, Barry Johnson, Ryan Kelley,
.....	Shane McCormick, Tanya Tesar
Ticket Sales Operations Assistant	Ali Hummels

TICKET OPERATIONS

Director of Ticket Operations	Brian Henderson
Ticket Operations Assistants	Marjorie Cogan, Jason Hanson, Jason Krull, Debby Dunn

0203 | SONICS DIRECTORY



MICKEY AHRENS
Operations Assistant



KRISTA ARMAS
Team Shop Co-Manager



KEITH ARMSTRONG
Sales Development
Representative



BRETT BALLBACH
Senior Director of Marketing
and Events



ELLIS BANNISTER
Accounts Payable Assistant



DANNY BARTH
Chief Financial Officer



MARK BAXTER
Sales Development
Representative



MIKE BELLERIVE
Marketing Communications
Specialist



NATHAN BETTS
Senior Sales Development
Representative



BRIDGET BILLIG BACKSCHES
Director of Broadcasting



DAVID BISHOP
Video Production Coordinator



CHIP BOWERS
Account Executive, Corporate
Sponsorship Sales



JOEL BOWYER
Team Shop Co-Manager



KEITH BOYD
Facilities Manager



JON BRADFORD
Broadcast Manager/Producer



GABRIELLA BUONO
Guest Relations Coordinator



KEVIN CALABRO
Play-By-Play Announcer



JASON CHRONES
Fan Loyalty Program Manager



R.K. COBBAN
Graphic Designer



ANDY COSTABEL
Graphic Design Assistant



PATRICK COUSSENS
Communications Manager



JOHN CROWLEY
Vice President of Corporate
Sponsorship and Broadcast



DAVE CROMAR
Senior Merchandising
Operations Manager



GABBICK DORN
Account Executive, Corporate
Sponsorship Sales



CHRIS DUGGAR
Account Executive, Corporate
Sponsorship Sales



DEBBY DUNN
Ticket Operations
Assistant



SCOTT EARLE
Sales Development
Representative



DANA EDLER
Sales Development
Representative



ARLENE ESCOBAR
Account Manager
Corporate Sponsorship



AESHA EVANS
Accounts Receivable
Coordinator



LINDA FIDDERELLI
Basketball Operations
Assistant



CHERIE FINNELSTEIN
Account Manager
Corporate Sponsorship



JANNA FORD
Corporate Sponsorship
Coordinator



CHRIS FRYAR
Senior Sales Development
Representative



LISA GARDNER
Art Director



STEPHANIE GRUBE
Assistant Controller



JENNY HAMILTON
Sales Development
Representative



JASON HANSON
Ticket Operations Assistant



BRIAN HENDERSON
Director of Ticket Operations



MARK HENRY
Director of Operations



DREW HERDENER
Public Relations Coordinator



TRAVIS HERMAN
Sales Development
Representative



ALLAN HOFFMAN
Information Systems
Coordinator



STEVE HOOD
Manager of Corporate
Sponsorship Sales



ROBYN JAMLOSA
Assistant Director
of Public Relations



BARRY JOHNSON
Sales Development
Representative



DENAE JOHNSON
Accounts Payable Lead



ANDREA JONES
Sonics Dance Team Director



RYAN KELLEY
Sales Development
Representative



LORNA KENNEDY
Assistant to the President

0203 | SONICS DIRECTORY



LINDA KRUEGER
Payroll and Benefits
Coordinator



JASON KRULL
Ticket Operations Assistant



LAURA KUSSICK
Senior Vice President of Sales



AMY LEAVITT
Office Manager



AL LIMA
Furtado Center Security



ROB MARTIN
Vice President of Marketing



SHANE MCCORMICK
Sales Development
Representative



BILLY MCKINNEY
Executive Vice President/
Broadcast Game Analyst



TERRY MCLAUGHLIN
Executive Vice President
of Administration



BONEE MEREDITH
Account Manager,
Corporate Sponsorship



MARC MOQUIN
Director of Public Relations



MICHELLE ODO
Audio/Video
Production Assistant



LIAM O'MAHONY
Assistant Director
of Public Relations



VALERIE O'NEIL
Senior Director
of Public Relations



JEREMY OWEN
Director of Merchandising



KEVIN PARKER
Community Relations
Assistant



MARK PILLO
Distribution Manager



JANELLE POTTER
Guest Relations Coordinator



STEVE RANSOM
Manager of Suite Sales
and Services



MATT RUSSELL
Operations Assistant



LAUREN SCHUR
Premium Seating Coordinator



MARSHALL SELE
Marketing and Promotions
Coordinator



DANIEL SHAPIRO
Assistant Strength/
Conditioning Coach



REBECCA SHERWIN
Operations Manager



RICK SHRUM
Director of Information
Technology



ROD SINE
Group Sales Manager



TANYA TESAR
Sales Development
Representative



DENISE VEZETINSKI
Assistant to General Manager



MATT WADE
Community Relations Manager



MARTIN WALKER
Director of Sales Development



PATRICK WALKER
Operations Coordinator



JEAN WEBER
Controller



KAREN WHEELER
Human Resources Manager



BEN WILSON
Marketing and
Promotions Manager



PETE WINEMILLER
Director of Guest Relations and
Premium Seating Services



DELOIT A. WOLFE JR.
Senior Director of Corporate
Sponsorship Sales



TERESA WONG
Staff Accountant



BRYAN WOODS
Community Programs Manager



SHARON WORTMAN
Assistant Director of Sales &
Premium Seating



PETER J. YATES
Senior Guest Relations
Coordinator

THE | BASKETBALL CLUB OF SEATTLE



**CHAIRMAN HOWARD SCHULTZ (LEFT)
HEADS THE BASKETBALL CLUB OF SEATTLE WITH
PRESIDENT AND CEO WALLY WALKER.**

was established in 1967, and is the second owner of the WNBA's Seattle Storm, which was founded in 1999 by The Ackerley Group. The Ackerley Group purchased the Sonics in 1983. The team's original owner was Sam Schulman.

SONICS BUSINESS OFFICE: THE SEATTLE SONICS & STORM

Located a few blocks west of KeyArena on Elliott Avenue, The Seattle Sonics & Storm serves as the business branch of the NBA's Seattle SuperSonics and the WNBA's Seattle Storm. Managers of the Puget Sound region's two professional basketball franchises, the organization oversees all sales, marketing, finance, public relations, broadcast production and basketball operations for the teams.



**AT SONICS COMMUNITY EVENTS, SCHULTZ GATHERS IDEAS AND
SUGGESTIONS FROM FANS REGARDING THE FRANCHISE.**

The Basketball Club of Seattle LLC (TBCS) is a group of Seattle-area investors led by entrepreneur Howard Schultz. TBCS purchased the NBA's Seattle SuperSonics and the WNBA's Seattle Storm from The Ackerley Group in spring of 2001.

Following approval of the transaction by the NBA Board of Governors, the \$200 million sale of the teams was finalized on April 1, 2001.

Schultz, founder of Starbucks Corporation, serves as chairman of the ownership group while TBCS board member and team co-owner Wally Walker is president and CEO of the Seattle Sonics & Storm.

The Basketball Club of Seattle is the third owner of the SuperSonics, which



**LONGTIME SONICS FAN AND TEAM
OWNER HOWARD SCHULTZ CHEERS
ON HIS TEAM AT KEYARENA.**

The office also manages the Sonics & Storm Team Shop located at 312 First Ave. on KeyArena's West Plaza. Additional information on Sonics and Storm merchandise can be found online at SeattleTeamShop.com or by calling the store at 206-269-SHOP (7467).

To learn more about The Seattle Sonics & Storm, log onto supersonics.com or storm.wnba.com.



NBA | IN THE COMMUNITY

The NBA is strongly committed to creating programs that improve the quality of life for all people, with a special emphasis on reading and youth programs. Each year the league, its players and its teams donate millions of dollars and hundreds of hours to charities and community outreach programs. Through its extensive outreach programs, team foundations and public service announcements, the NBA is deeply involved in addressing a variety of important social issues in its communities.

Read to Achieve is a year-round program designed to help young people develop a life-long love for reading that reaches an estimated 50 million children a year. It is the most extensive educational outreach initiative in the history of professional sports. In addition to a year-round promotional campaign, the effort includes the annual donation of more than 300,000 books through a variety of reading events and book fairs, as well as the creation of locally based Reading and Learning Centers.

With the support of long-time national partners such as RIF and Scholastic Inc., the NBA has created more than 30 Reading and Learning Centers throughout North America in an effort to provide access to reading materials and technology to young people everywhere.

Integral components of the program are national and local All-Star Reading Teams comprised of current and former NBA and WNBA players and other members of the NBA family, who promote reading efforts through in-arena events, Public Service Announcements and community appearances throughout the year.

In recognition of the community outreach and commitment to service of our players, the league has established the Community Assist Award, which honors players whose efforts in the community are truly outstanding. To honor the NBA player that reflects the passion the league and its players have for their communities, all 29 NBA teams nominate a player for the Community Assist Award which is presented monthly throughout the year.



GARY PAYTON SHARES A BOOK
WITH A FRIEND DURING A 'READ TO
ACHIEVE' EVENT.



DESMOND MASON, WHO RECENTLY READ TO STUDENTS
AT A SEATTLE FIRE STATION, MAKES THE 'READ TO ACHIEVE'
PROGRAM A PRIORITY OFF THE COURT.

Awarded annually at the conclusion of each league's regular season, the NBA and WNBA Sportsmanship Awards recognize players who embody the spirit of sportsmanship. The NBA makes a \$25,000 donation on behalf of the NBA Sportsmanship Award honoree, and a \$10,000 donation on behalf of each of the three divisional awardees, to the charitable organization of their choice.

The NBA also supports the efforts of Prevent Child Abuse America, honors the Martin Luther King Holiday, Black History Month, Gallaudet University, The Thurgood Marshall Scholarship Fund and The National Wheelchair Basketball Association.



THE | SONICS IN THE COMMUNITY



THROUGHOUT THE YEAR, THE SONICS HOST EVENTS AND CLINICS TO HELP TEACH, ENCOURAGE AND MOTIVATE KIDS IN THE COMMUNITY.

students in improving their reading skills. By encouraging students to read 20 minutes a day for 20 days each month, Read To Achieve improves students reading scores and expands their love of books. Each month, thousands of students across the state return Sonics Read To Achieve 20/20 charts to their school librarians and become eligible to win special Sonics prizes. Last year, the program reached nearly 60,000 students at 160 schools across the state of Washington.



SONICS GUARD BRENT BARRY FREQUENTLY DELIVERS WORDS OF ENCOURAGEMENT TO STUDENTS AT SCHOOL ASSEMBLIES.

Success is measured by more than wins on the court for the Seattle Sonics & Storm organization. Touching lives in the community along the way continues to be a big part of the game plan.

The organization has held Pacific Northwest communities close to its heart since the franchise's inception in 1967. With this time-honored priority in mind, Sonics players, coaches and staff seek to improve the lives of fans across the region.

Whether it's a group of staff members rolling up their sleeves to refurbish an inner-city basketball court or a player visiting a school to discuss the importance of reading, the Sonics lead and participate in a broad range of regional programs each year.

READ TO ACHIEVE

In 2002-03, the Sonics are entering their eighth season of helping students become better readers. Partnering with Airborne Express and Starbucks Coffee Company, the Sonics provide materials and incentives through Read To Achieve — a program that aids



HIP TO BE FIT

Knowing that combining a healthy body with a healthy mind achieves great things, the Sonics have again joined forces with Gatorade and Golden Grain/Mission Pasta to provide incentives for Seattle's students to stay in shape. Through the Sonics Hip To Be Fit program challenge, students who achieve the nation's 85th percentile or above on the President's Fitness Challenge in five activity categories receive a Hip To Be Fit T-shirt and an opportunity to be recognized as a fitness leader at a Sonics game. Schools with the highest level of achievement or improvement in the Hip To Be Fit challenge are eligible for a school assembly featuring a Sonics player.

BLACK HISTORY MONTH

Each February, the Sonics celebrate Black History Month with a series of special game-night, in-arena activities. This season, the Sonics are once again teaming up with Southwest Airlines, KING 5 Television and The CeaseFire Foundation to present The "Black History Heroes" Challenge for kids throughout the state. Students are encouraged to submit a creative piece of writing or art highlighting their black history hero and have the opportunity to win a trip to see the Sonics play on the road.

HIGH SCHOOL INVESTMENT CHALLENGE

The 2002-03 season will mark the first year of the Sonics High School Investment Challenge. The Sonics will sponsor local high school teams to compete in the Sonics "Net Rewards Stock Market Game." These teams will receive professional instruction and materials they need through the Securities Industries Foundation for Economic Education (SIFEE). Teams are given a simulated amount of \$100,000 to invest in the game's stock market. At the end of an allotted time period, the game ends as a winning group is selected based on the final values of the teams' portfolios. The winning team will receive outstanding Sonics prizes and will be honored at a Sonics home game.

BONES FOR BOOKS

This season, Brent "Bones" Barry will again help raise money for the Page Ahead program through Bones For Books. For every three-point basket Brent makes throughout the season, the Washington State Lottery will donate children's books to Page Ahead. Last season, the Bones For Books campaign helped generate \$10,000 worth of books for kids.

SONICS & STORM SPEAKERS BUREAU

The Sonics & Storm Speakers Bureau offers dynamic public speakers for presentations at business and community events. Executives, coaches, former players and team representatives from both the Sonics and Storm are available to speak on a wide range of topics including business leadership, basketball, health and fitness. The Sonics & Storm Speakers Bureau has applicable presenters and topics for business and community events including fundraisers, luncheons, conferences and school assemblies.

CHILDHAVEN ST. PATRICK'S DAY

The Sonics players' spouses host the Childhaven St. Patrick's Day fundraising event each March to assist Childhaven and its mission of assisting abused and neglected children.



SEATTLE CHILDREN'S HOME TICKET EXCHANGE

The Seattle Children's Home Ticket Exchange is set up to enable the Sonics to work with season ticket holders to donate their unused game tickets to the Seattle Children's Home organization.

FOOD, CLOTHING AND TOY DRIVES

Every year, the Sonics encourage fans to donate cans of food, winter clothing and toys as they enter KeyArena at designated Sonics games throughout the season. This year the Sonics will also join forces with The CeaseFire Foundation to collect toy guns at a selected home game.



THE SONICS & STORM T.E.A.M. FOUNDATION
SUPPORTS PROGRAMS THROUGHOUT THE COMMUNITY
SUCH AS WHEELCHAIR BASKETBALL.

HOLIDAY PROGRAMS

The Sonics donate thousands of turkey dinners to support the area's homeless during the Thanksgiving holiday. The team's holiday traditions also include the annual Sonics Children's Hospital Visit in December when Sonics players spread joy with stuffed-toy animal gifts for kids hospitalized during the holiday season.

THE SONICS & STORM T.E.A.M. FOUNDATION

The Sonics & Storm T.E.A.M. Foundation is a 501(c)(3) public charity founded by The Basketball Club of Seattle.

The mission of the Sonics & Storm T.E.A.M. Foundation is to support community programs that Teach, Encourage And Motivate children, young adults and families in Washington state. T.E.A.M. seeks to enrich communities by supporting educational and athletic initiatives with an emphasis on basketball.

NEIGHBORHOOPS

One of the goals of the Sonics is to make the Puget Sound area the most basketball-friendly region in the nation. Local schools, community centers and parks often lack the resources to maintain their basketball courts, leaving hundreds of playground hoop dreams unfulfilled. The Sonics & Storm T.E.A.M. Foundation is working hard to help provide many of the needed resources through the Neighborhoops program. With the help of local companies that construct basketball courts, the T.E.A.M. Foundation has built and refurbished at least one court every year for the past three years. These courts have been improved through the generous support of corporate and individual donors.

SONICS JUNIOR WHEELCHAIR BASKETBALL

The Sonics & Storm T.E.A.M. Foundation supports Sonics Junior Wheelchair Basketball as the Seattle region's youth wheelchair team plays in tournaments around the region. T.E.A.M. also hosts a wheelchair basketball camp for kids at The Furtado Center.

RONALD McDONALD HOUSE

The T.E.A.M. Foundation and Ronald McDonald House are working together to help fund the construction of a new house for the organization in Seattle. Upon completion, the structure will be the international charity's second-largest of its network of houses throughout the world. The Sonics will host several fundraisers, both in-arena and around the community, to raise funds for the colossal project.

KING COUNTY BOYS & GIRLS CLUBS

The Sonics and King County Boys & Girls Clubs are partnering this season to offer youth discounts on Sonics game tickets for the first time. Through the MyPass program, members of the King County Boys & Girls Clubs can present their MyPass membership card and receive two-for-one ticket discounts for designated Sonics games. The Sonics also support the Boys & Girls Clubs through ticket donations, the Campaign for Kids Breakfast and basketball camp scholarships.

ROTARY BOYS & GIRLS CLUB

The Sonics have developed a unique bond with the Rotary Boys & Girls Club in Seattle, making special donations to support Rotary's efforts to send kids to basketball camps. The Sonics also support the Rotary Boys & Girls Club's Youth of the Quarter campaign.

SONICS & STORM BASKETBALL CAMPS

Each summer and during selected weekends throughout the NBA season, the T.E.A.M. Foundation offers Sonics & Storm Basketball Camps to kids ages 5-17. Young hoopsters of all ability levels learn skills from the area's top basketball coaches. Campers are often treated to special appearances by Sonics and Storm players, coaches and other NBA stars.

DONATIONS AND AUCTIONS

The Sonics are proud to contribute thousands of items annually to help community organizations fund their objectives. Silent auctions are also held during Sonics and Storm games to raise money to support the T.E.A.M. Foundation's many initiatives.

For more information on the Sonics community efforts, visit SUPERSONICS.COM

GENERAL INFORMATION

Office Address.....	Seattle Sonics & Storm 351 Elliott Ave. W., Suite 500 Seattle, WA 98119
Furtado Center.....	Seattle SuperSonics 490 Fifth Ave. N. Seattle, WA 98109
Telephone.....	206-281-5800
Home Court.....	KeyArena (17,072)
Team Colors.....	Green and Gold
Television.....	KING 5 TV and KONG-TV 6/16
Radio.....	Sports Radio 950 KJR AM
Play-by-Play Announcer.....	Kevin Calabro
Game Analyst.....	Billy McKinney
Web site.....	SUPERSONICS.COM
Public Address Announcer.....	Jim Graci
Game Times.....	4 p.m., 5 p.m., 6 p.m., 7 p.m., 7:30 p.m.
Ticket Prices.....	\$110, \$95, \$90, \$60, \$40, \$35, \$25, \$20, \$15, \$9

KEY DATES 2002-03

2002

Sept. 27	Basketball Hall of Fame Enshrinement Ceremonies (Springfield, Mass.)	May 2	Latest possible end date for First Round
		May 3	Earliest possible start date for Conference Semifinals
Oct. 1	NBA Training Camps Open	May 12	NBA Early Entry eligibility deadline, 11:59 p.m. ET
Oct. 25	Last day of preseason games	May 18	Latest possible end date for Conference Semifinals
Oct. 28	Rosters set for opening day, 6 p.m. ET	May 19	Earliest possible start date for Conference Finals
Oct. 29	Start of the 2002-03 NBA Regular Season	June 1	Latest possible end date for Conference Finals
		June 3-6	NBA Pre-Draft Camp (Moody Bible Institute, Chicago)
		June 4	NBA Finals start date
		June 18	NBA Finals latest possible end date
		June 19	NBA Draft Early Entry Entrant withdrawal deadline
		June 26	NBA Draft 2003
		July 1	Teams may begin negotiating, but not sign, free agents
		July 16	Teams may begin signing player contracts
Jan. 6	10-day contracts may now be signed		
Jan. 10	All player contracts are guaranteed for the remainder of the season		
Feb. 7-9	NBA All-Star 2003 (Philips Arena, Atlanta)		
Feb. 20	Trading Deadline, 3 p.m. ET		
April 9-12	Portsmouth Invitational Tournament (Churchland High School; Portsmouth, VA)		
April 16	2002-03 NBA Regular Season ends		
April 19	NBA Playoffs 2003 begin		



THE SONICS PLAYED THEIR FIRST GAME AT KEYARENA AGAINST THE L.A. LAKERS ON NOV. 4, 1995.

KEYARENA

2002-03 SEASON TICKETS

 Courtside

 \$110

 \$95

 \$85

 \$60

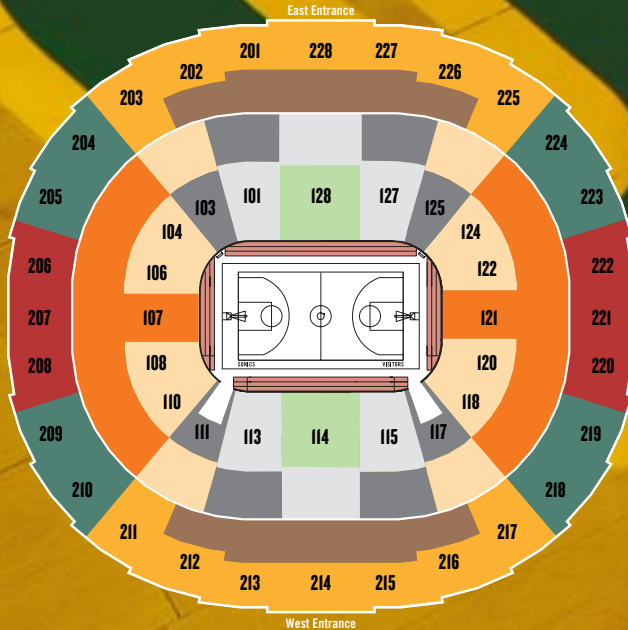
 \$40

 \$46

 \$24

 \$12

 \$9



For season or group ticket information, call the Sonics office at 206-283-DUNK (3865).
For single game tickets, call Ticketmaster at 206-628-0888 or log on to SUPERSONICS.COM.

KEYARENA FACTS AND FIGURES

KeyArena Ownership	Owned and operated by the City of Seattle
Opened	Construction began June 16, 1994. Doors opened on Oct. 26, 1995.
First Sonics Game	Nov. 4, 1995 vs. the L.A. Lakers
Cost	City of Seattle - \$74.5 million Seattle SuperSonics - \$20 million Land and Infrastructure - \$15 to \$25 million (estimate) Projected Total of Project - \$109.5 million to \$119.5 million (estimate) KeyArena is the first publicly financed arena supported by earned income from the building.
Seating Capacity For Basketball	17,072
Location	KeyArena is situated on the campus of The Seattle Center, a 74-acre entertainment complex located on the north side of downtown Seattle.
Dimensions	Square feet: 129,000. Length: 360' x 360'. Height: 135'.
Scoreboard	Eight-sided video board, four sides of video, four sides of statistics.
Address	KeyArena 305 Harrison St. Seattle, WA 98109
Phone Number	206-684-7200



HOWARD | SCHULTZ

CHAIRMAN, THE BASKETBALL CLUB OF SEATTLE LLC

Seattle-based entrepreneur Howard Schultz is chairman of The Basketball Club of Seattle LLC and Starbucks Coffee Company. In April 2001, The Basketball Club of Seattle, a group of local private investors, purchased the Seattle SuperSonics and the WNBA's Seattle Storm.

An avid sports fan, Schultz is committed to returning the Sonics to the NBA elite, increasing fan support for the Storm and building upon each teams' community involvement.

Schultz immediately made his mark on the Sonics & Storm organization with his "fans first" approach to enhancing the popularity of the teams in the Seattle region.

With the Sonics, Schultz stressed that the connection between players and fans needed to be stronger — much like the bond he experienced with the New York Knicks — the team he rooted for in his youth. Schultz organized town hall-style meetings throughout the Seattle area to gather suggestions from citizens on what they wanted from their pro basketball experience. His insistence on making player-fan interaction more frequent and meaningful at games and public events resulted in the Sonics making more community appearances than any other NBA team in Schultz's first full year of ownership.

Second, Schultz focused on placing the rich heritage of Seattle's NBA franchise into the spotlight. He brought back the traditional green and gold team colors reflective of the great Sonics squads of the past. A new logo and player uniforms generated from his "heritage" theme conversely created a progressive team identity inspired by the club's notable history. Schultz even featured legendary Sonics players from the city's storied teams at games so fans could share with them the organization's textured past.

With the Storm, Schultz recognized that the team's marketing challenge was to build on the existing base of loyal fans while growing new fans for the young franchise. The marketing plan focused on sharing with the community the remarkable lives and achievements of Storm players and coaches and their ability to win over potential fans that had yet to experience the WNBA firsthand. Through offseason promotional campaigns such as "Stormin' the Sound," the number of prospective fans grew dramatically as targeted groups got to know the Storm on a personal level through free basketball clinics and special events.

Schultz joined Starbucks Coffee Company as director of operations and marketing in 1982, when the company had only four stores. In 1987, Schultz purchased Starbucks Coffee Company with the help of local investors.

Widely known as the architect of the company's brand image, Schultz is now Starbucks Chairman and Chief Global Strategist. He continues to provide strategic direction, serve as the vision and voice of the Starbucks brand, and identify new business alliances and development initiatives.

Starbucks was one of the first privately held companies in North America to offer two unique benefits to its partners (employees). Beginning in 1987, part-time partners became eligible for full health benefits; and in 1991, eligible full- and part-time partners began to share ownership in the company in the form of stock options called *Bean Stock*.

In 1992, Starbucks became the first specialty coffee company to be publicly traded and is now the leading retailer, roaster and brand of specialty coffee in the world.

In 1997, Schultz created The Starbucks Foundation to raise awareness for literacy causes and to give grants to organizations that promote literacy. The foundation was initially funded by Schultz's profits from his best-selling book, *Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time*. Since its creation, the foundation has contributed millions of dollars to literacy programs throughout North America.

In 1998, Starbucks formed a 50/50 joint venture partnership with Earvin "Magic" Johnson's Johnson Development Corp. to open Starbucks locations in urban neighborhoods throughout the United States. The joint venture has opened more than 30 stores to date.

Schultz has received many prestigious awards in recognition of his numerous business and community contributions, including the Business Enterprise Trust Award for courage, integrity and social vision in business; the International Humanitarian Award for CARE, a world-wide relief organization; the Jerusalem Fund of Aish HaTorah for individuals making significant contributions to improving the lives of people around the world; the National Leadership Award for philanthropic and educational efforts to battle AIDS from AIDS Action; the Business Leader of the Year Award from Georgetown University and the Botwinick Prize for Business Ethics from Columbia University. In January 2002, Schultz was named one of the top 25 Managers of the Year by *Business Week* magazine.

WALLY | WALKER

PRESIDENT AND CEO



In April of 2001, a new era began in the Seattle Sonics & Storm organization as Wally Walker became its president and CEO. After serving as the Sonics president and general manager for the previous seven years, Walker now oversees all business, marketing and sales for both the Storm and Sonics. In addition to his new role managing the business side of the teams, Walker is a member of the Basketball Club of Seattle LLC – the new ownership group that purchased the Sonics and Storm on April 1, 2001 – and a member of its board of directors.

Under Walker's leadership, the Basketball Club of Seattle made great strides in its first full year with its stated goal of becoming the most fan-centric organization in professional sports. The club's initial accomplishments included the addition of a state-of-the-art scoreboard, sound system and LED ring to KeyArena to greater enhance the NBA and WNBA fan experience. In addition, fan loyalty programs were instituted for guests at Sonics and Storm games for the first time in either franchise's history. Sonics players wrote personal thank you notes to season ticket holders and former Sonics players were featured at games and community events.

Walker also guided the Basketball Club of Seattle to make a sizable increased investment in the Storm's sales and marketing efforts, resulting in KeyArena sellouts for the team's final five home games of the 2002 WNBA season, including its first-ever playoff matchup.

The organization's financial performance made a significant improvement over its previous fiscal year and progressed toward its financial goal of operating profitability.

On July 21, 1994, Walker was hired as the eighth general manager in the history of the Sonics franchise. The club registered the third-highest winning percentage in the NBA (353-189/.651) during Walker's seven years as president and general manager. The .651 winning percentage is the best during any GM's tenure in club history.

Long associated with the city of Seattle, Walker became a member of the Sonics as a player in 1977 when he was acquired from the Portland Trail Blazers. Originally a 1976 first-round draft choice, he helped Portland win its only NBA Championship in his rookie season. In his first two seasons with the Sonics, Walker helped his team advance to the NBA Finals twice, culminating with the Emerald City's only championship in 1979.

Walker spent five seasons with Seattle and became a starter in 1981-82, his final season as a Sonics player. During his five years in a Sonics uniform, Walker played in 54 career playoff games, ranking him in the top-10 in team history for most post season appearances. He played the final two years of his eight-year NBA career with the Houston Rockets.

Upon concluding his time as a player, Walker earned an MBA from Stanford University's Graduate School of Business in 1987. He joined Goldman, Sachs and spent seven years with the company. While working at Goldman, Sachs, Walker remained close to basketball by moonlighting as a sports broadcaster for the Pac-10 Conference and the Sonics.

Additionally, Walker is a Chartered Financial Analyst (CFA), which was conferred upon him in 1992. Walker left Goldman, Sachs in 1994 to launch Walker Capital, Inc., a money management business. He closed the company when he accepted his position with the Sonics.

In 1995-96, after Walker acquired players Hersey Hawkins, David Wingate and Frank Brickowski in the offseason, Seattle won a club record 64 games. The Sonics emerged as the Western Conference Champions and advanced to the NBA Finals for the first time in 17 years. Under his leadership, the Sonics have won three Pacific Division titles and finished second once.

After the 1997-98 season, fellow NBA executives voted Walker second to Cleveland's Wayne Embry for *The Sporting News* Executive of the Year Award. In January 2001, Walker received the NCAA Silver Anniversary Award, which is given annually to six former student-athletes for outstanding service and achievement since college graduation. He was also named to the National Association of Basketball Coaches Silver Anniversary All-American Team in April 2001.

Walker serves on the board of directors of Redhook Ale Brewery, Advanced Digital Information Corporation and Drexler Technology Corporation. He is a national trustee for the Boys & Girls Clubs of America.

Walter Frederick Walker was born July 18, 1954 in Bradford, Penn. In addition to his degree from Stanford University's Graduate School of Business, he is a graduate of the University of Virginia.

At Virginia, he was named a first-team Academic All-American and MVP of the 1976 ACC Tournament. The university has retired his jersey number 41. Walker served as a member of the university's governing body – The Board of Visitors – from 1997 through 2001. He is also a member of the Pennsylvania State Sports Hall of Fame.

He resides in Seattle with his wife Linda, son Joseph and daughters Sara and Molly.



RICK | SUND

GENERAL MANAGER

On June 1, 2001, Sounders & Storm President and CEO Wally Walker named veteran NBA executive Rick Sund as his successor in the position of Sounders general manager. Sund brings to Seattle more than 28 years of management experience in the league.

For the Sounders front office, the addition of Sund prior to the 2001-02 NBA season marked the return of a familiar face to the basketball staff. Sund was hired by Walker in the 1994-95 season to serve as a player personnel consultant for the franchise.

While consulting for Seattle, Sund managed the Sounders college scouting program and assisted Walker with personnel decisions.

Prior to this year, Rick most recently spent six seasons with the Detroit Pistons, originally joining the team as vice president of player personnel in the summer of 1995. As executive vice president of basketball operations, Rick assisted Detroit's basketball operations president in the areas of roster and player development, trades, contract negotiations, player drafts, free-agent acquisitions and various other team operations.

The Pistons showed immediate improvement when Sund joined the franchise as the club won 100 games and made the playoffs twice in Rick's first two seasons in Detroit.

Sund established himself as one of the NBA's most-respected front-office executives after working 14 seasons with the Dallas Mavericks. He joined the Mavs in 1979 as the team's player personnel director, helping the expansion team develop its inaugural season's roster.

Upon completion of his stint in Dallas in 1994 as the franchise's vice president of basketball operations, Rick had guided the Mavericks through a rebuilding process that made them one of the NBA's top young teams. During his tenure with the club, the Mavs made six playoff appearances between 1984 and 1990. The team advanced seven games deep into the Western Conference Finals in 1988, only to lose to the eventual NBA Champion Los Angeles Lakers.

Sund began his NBA career with the Milwaukee Bucks after graduating with a master's degree in sports administration from Ohio University in 1974. He spent five years with the Bucks before joining the Mavericks as the league's youngest personnel director.

As a student-athlete at Northwestern University, Rick was twice named academic All-Big Ten while playing for the Wildcats basketball team. A guard at 6-4, Sund was named the team's MVP in 1971 and also saw action as a tight end for NU's football squad. He holds a bachelor's degree in political science from Northwestern.

Born Richard Walker Sund on June 4, 1951, Rick is a native of Elgin, Ill. and a member of that Chicago suburb's sports hall of fame. An avid golfer and sportsman, Sund competed in two marathons and a triathlon while living in the Dallas area. He also completed the Chicago Marathon in 1998.

He and wife Lea have a daughter Hali and a son Patrick.