



WELCOME TO THE PREMIERE ISSUE OF



MAUREEN FISHER
VP of Ticket Sales and Service

Greetings! I am very happy to have been invited to write a note introducing myself and the launch of our new Season Ticket Holder newsletter titled "Full Court Press." This is our way to share information exclusively with you, our valued Season Ticket Holders. We hope you find it interesting, informative and entertaining. Our plan is to distribute this newsletter bi-annually and keep you abreast of all that is happening here at the Blazers and Rose Quarter offices. Our partnership with you is of the utmost importance to us and we look forward to many terrific years working with you! If you have ideas for articles or points of interest that you would like to see included in upcoming issues of Full Court Press, please let us know. GO BLAZERS!



ONLINE ACCOUNT MANAGER

TONY CESARANO | Database Marketing Director

You have the same amount as a top CEO, a superstar NBA player or a famous Hollywood actor, yet you still can't get enough of it—in fact, few people can. It's the most valuable commodity in our society today. It's not fame, riches, love or success. This simple item we all value so much is time.

How often have you wished for more time in a day? While we can't help you add more minutes or hours to a day, we think we have a way to make your life as a Blazers Season Ticket Holder just a little more efficient, which can save you time for the other things you love about life.

Blazers Online Account Manager is a new ticketing technology benefit designed exclusively for our Blazers Season Ticket Holders. It is accessible over the Internet, and will allow you to update your account, contact your personal service manager and pay your balance online, but those are just the fringe benefits. We think the most exciting feature of Blazers Online Account Manager is the ability for you to forward any of your season tickets to anyone with an e-mail address.

It is now easier than ever to distribute tickets to a family member, business associate or your friend on the other side of the city, without taking the time to drive all the way across town. Forward the seat next to you when someone plans to meet you at the game, or forward the pair to a client as a gift. You can forward well in advance of the game, or even at the last minute—forwarding is available up until game time.

As part of our commitment to our Season Ticket Holders, we have chosen to make this Ticketmaster product available to you at no charge by absorbing the normal \$1.95 per ticket forwarding fee. Feel free to forward your tickets all season long with no charges or fees!

We hope this new benefit not only saves you time, but also adds value to your investment as a Season Ticket Holder. If you haven't already started enjoying Blazers Online Account Manager, be sure to contact your Blazers Customer Service Manager today!



AMENITIES, AMENITIES, AMENITIES!

JOANNA RAMSEY
Customer Service Manager

Receiving a 20% discount on food, non-alcoholic beverages and Blazers merchandise is one of the many benefits associated with your dedication and commitment as a Blazers Season Ticket Holder. As a stakeholder in the rich basketball history of the Portland Trail Blazers, we provide numerous amenities that are unavailable to individual ticket buyers.

By far the most significant investment in season tickets is your opportunity for a multi-year savings plan that can save hundreds to thousands of dollars and give you some of the best seat locations in the arena! A free media guide and subscription to Rip City Magazine, the official magazine of the Portland Trail Blazers, provides valuable information about Rose Quarter events, while offering insight into the lives of our talented players. With the 2003 NBA Playoffs quickly approaching you have the exclusive opportunity to purchase tickets for these exciting home games with discounted parking prices as well.

To keep all of these amenities straight, and to answer any questions you may have regarding your account, each full and half season ticket package is assigned a personal Customer Service Manager. We hope to see you on your feet cheering your Blazers to victory. We are reaching out to our Season Ticket Holders "One Fan at a Time!"

THE PLAYERS



L to R | **Lisa Weitzel** Assistant Director of Customer Service, **Shannon Tipton** Customer Service Manager, **Cindi Gross** Customer Service Manager, **Teresa Starr** Customer Service Manager, **Trevor Soleim** Customer Service Manager

L to R | **Tina Swanson** Customer Service Manager, Suite & Preferred Services, **Peggy Shaeffer** Customer Service Manager, Suite & Preferred Services, **Kari Lockhart** Ticket Services Coordinator, **Linda McCullough** Executive Suite Level Concierge, **Belinda Hinojosa** Receptionist





TICKET SALES UPDATE

RANDY NEU | Director of Ticket Sales

As the Blazers venture into the NBA's homestretch, the playoff race is heating up. This is my favorite time of the year as the anticipation grows. For me, the live game experience is what it's all about. Live NBA action brings Season Ticket Holders from many diverse backgrounds to share one common bond...cheering side-by-side for our home team!

Many Season Ticket Holders are finding that they need additional tickets. How many of you are aware of our many Blazers group programs at the Rose Garden? Like season tickets, our group programs are geared to benefit you! For example, if you are a local business, you can benefit from our special pre-game VIP parties specifically designed to build strong relationships with prospects and clients. These offer a great atmosphere for you and your staff to truly bond with your customers. In addition, we offer a team building retreat and company picnic package that provides an excellent environment for your employees to release stress and bond with their co-workers. These group options include playing on the Blazers court and participating in a private pre-game picnic.



For personal Season Ticket Holders, we have our special Birthday packages, easily adaptable to accommodate family reunions, anniversaries, sports teams, youth groups, or any special occasion. These packages are custom tailored to recognize your group on the Blazers Bank of America Big Screen and provide a special Blazers gift to all participants. The goal is to make everyone in attendance feel special and give them a night to remember!

Best of all, as a Season Ticket Holder you receive all group programs at your GSP season ticket price! In fact, you can even book a special group package for playoff game A or B during the first round!

For more information on these programs call 503-797-9600 or visit www.blazers.com.

In the meantime, hang on to your hats; the Wild, Wild West is heating up for a roller coaster ride. We look forward to enjoying the ride with the most important members of our Blazers family...our Season Ticket Holders! Just thinking about 20,000 plus fans cheering gives me goose bumps. See you at the Rose Garden and GO BLAZERS!



CUTTING EDGE CONCEPTS

TONY HENDRYX | Assistant GM of CEC



Garden Club Restaurant

The Garden Club Restaurant is the newest restaurant offered at the Rose Quarter. Located just inside the South entrance on the Concourse level, the Garden Club features an ever-changing action

station where our talented culinary staff will combine the freshest of ingredients to create a signature item just for you. Couple that with a selection of salads, entrées, beverages, desserts and outstanding service for a great place to meet friends prior to the game. To make reservations, please call Laurie Wallace at 503.797.9892.

Preferred Level Amenities

For our guests that hold a Courtside or Midlevel Preferred VIP Season Ticket, this is your pass to the exclusive Preferred Level of the arena. You may host your friends or guests on the Preferred Level by stopping at the Preferred Concierge Desk to receive guest passes.

You owe it to yourself and your guests to try out the newly renovated Legends restaurant this season. Cutting Edge Concepts has revamped the service style in Legends and now features numerous "fresh stations." Each fresh station has one of our certified culinary specialists creating such delights as fresh grilled Oregon razor clams, Manila Bay steamers, and various forms of melt-in-your-mouth sushi. Reservations are recommended and can be made by calling 503.797.9892.

Great food, low priced beverage specials, free chips and salsa and your presence have made Players Lounge the place for fun on the Preferred Level. This beverage special includes an adult drink at half-price, and is served through the end of the first quarter for all Blazers games. Players Lounge also offers a substantial finger food menu that is the perfect compliment to your beverage selection.

Concessions

In addition to the Rose Garden restaurants, be sure and visit our multiple concessions booths located throughout the arena. Featuring Pizza Hut, Tony Roma's, Bridgetown Deli and many other selections including the traditional Blazer Dog.

garden club



legends



players



TO THE POINT

SUZAN MILLER
Assistant Director of Suite
& Preferred Services



DID YOU KNOW?

- ▶ As a valued Season Ticket Holder, a Customer Service Manager is available to assist and answer your questions during all Blazers games. Simply visit the nearest Customer Service Concierge Desk.
- ▶ The Suite Level is staffed with an Executive Concierge and a Manager during all Rose Garden Events.
- ▶ The Preferred Level is staffed with an Executive Concierge located by the North Entry during all Blazers games.
- ▶ The Season Ticket Holders Concierge Desk, located in the Arena Box Office near the North Entry of the main concourse, is staffed with experienced Customer Service Managers available during all Blazers games.
- ▶ The Rose Garden offers two dine-in restaurants available to Season Ticket Holders (remember to use your Fans First Card and receive a 20% discount off of food and non-alcoholic beverages). Reservations are recommended, so please call 503.797.9892.
- ▶ If you hold Preferred VIP Season Tickets, check out the serving stations available at the newly remodeled Legends restaurant. Remember, your VIP ticket will be your pass to this exclusive level. You may host your friends or guests on the Preferred Level by stopping at the Concierge Desk and requesting "guest passes." The restaurant opens two hours prior to all Blazers home games. During halftime, Legends offers an assortment of desserts along with freshly brewed coffee.
- ▶ The Garden Club, located on the 100 Level across from Entry A-2, is open an hour and a half prior to tip-off. The Garden Club is a buffet style restaurant serving a variety of menu items. During halftime, meet your friends to recap the first two quarters over cocktails.
- ▶ Your Preferred VIP ticket can grant you access to all Preferred Level Amenities during Blazers games. While on the Preferred Level, stop by Players Lounge pre-game through the first quarter to enjoy nightly drink specials and complimentary chips and salsa.
- ▶ You can also stop by the Rose Room located by the Preferred Concierge Desk on P4 during Blazers halftime for a complimentary soft drink, while using your Preferred VIP season ticket as your admission. The Rose Room is available only to Blazers Sponsors for pre-game dinner.



THE FANS FIRST CLUB

HEATHER BURTON | Fan Marketing Manager

Many Blazers Season Ticket Holders are taking advantage of their Fans First Club benefits this season by using their membership cards at Rose Garden events. This card can be used for discounts on concessions and Blazers merchandise, as well as accumulating points toward prizes like autographed basketballs, bobble head dolls and much more.

However, many people may not be aware that at each and every Blazers game, one lucky Season Ticket Holder wins the chance to tour the Blazers private practice facility. On February 5, 2003, the second group of winners saw the daily stomping grounds of the team and coaches—even their personal locker room!

So keep scanning your Fans First Club Card at one of the 12 kiosks every time you come to an event at the Rose Garden. You could be surprised by a great random reward exclusively for our Season Ticket Holders, such as a free dinner for two in a Rose Garden restaurant, free merchandise from the Blazers Campus store or a tour of the Blazers' practice facility!

Please hold on to your Fans First Card at the end of the season. We will not be issuing new cards for the 2003-04 season. Your current card will be valid again next year.

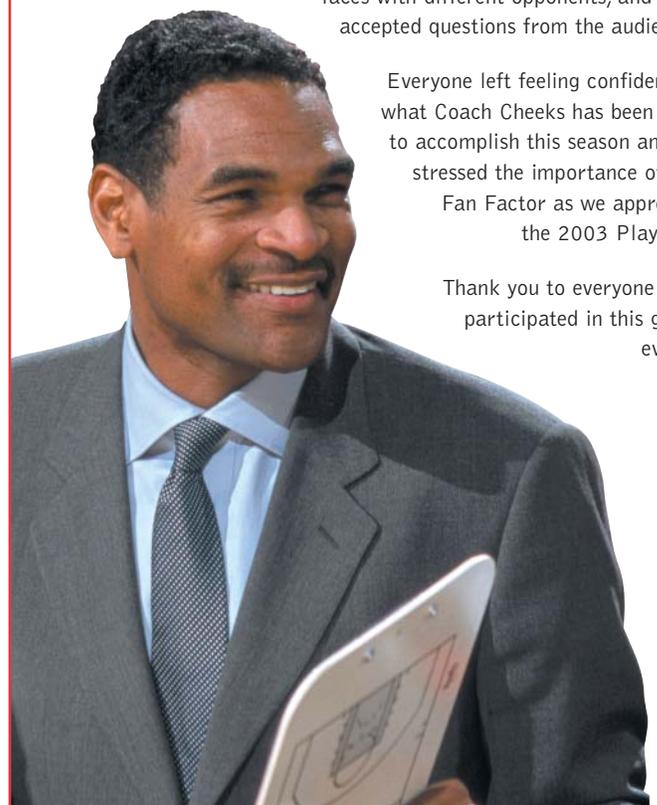
Chalk Talk

WITH
MAURICE CHEEKS

Over 250 Season Ticket Holders joined Coach Cheeks for an open discussion in preparation for his second playoffs stint with the Blazers. He addressed the advantages and disadvantages he faces with different opponents, and then accepted questions from the audience.

Everyone left feeling confident of what Coach Cheeks has been able to accomplish this season and he stressed the importance of the Fan Factor as we approach the 2003 Playoffs.

Thank you to everyone who participated in this great event!





BRIAN SANDY | Suite Sales Manager

Over the last several months I have had the opportunity to meet with many of the participants in our Executive Suite program to learn more about how you are taking advantage of your Suite, as well as to gain feedback on the many operational areas of the Suite Program.

Based on these meetings, I am pleased to provide the following tips and reminders. . .

1) Preferred Level Access at Blazers Games

During Blazers games, Suiteholders can access the Preferred Level and its many unique restaurants (Legends, Players, Carvery, etc.) via complimentary "Preferred Level Passes." Up to four passes are available per Suite, per game. To take advantage of this option, contact your Suite and Preferred Service Manager or, on game days, the Suite Concierge.

2) Food Delivery Times

Historically, food ordered in advance has been placed in your Suite at the time the Suite Level opens (two hours before Blazers games and typically one hour before non-Blazers events). You recently received a questionnaire that allows you to specify when you would like your food to arrive – please complete this survey and return it to ensure that the food is there when you want it! Many of our Suite clients call Carol Tournier, Suites and Catering Sales Coordinator, when they want to put the finishing touches on the food and beverage served on the Suite Level. Carol has helped many clients organize the myriad of ordering details, while taking into consideration your special requests. When you are preparing to entertain call Carol at 503.797.9886.

3) Blazers Online Account Manager

With the Blazers Online Account Manager, the solution to almost any last minute ticket concern is just an e-mail away. Simply log on to www.blazers.com and forward your Suite tickets to clients, friends or to charity. Remember, you have the option to donate your Suite tickets by simply going to the Oregon Sports Authority link on the website. After you have forwarded your tickets, the recipient opens an e-mail attachment to print the tickets before attending the game. Contact your Suite & Preferred Services Manager at 503.797.9900 for your password to start using Blazers Online Account Manager today!

4) Suite Level Conference Room

Your Suiteholder benefits package includes complimentary access to the Suite Level Conference Room. This well-appointed facility includes televisions, audio-visual equipment, a high-bandwidth Internet connection, access to quality catering and free parking for participants. The Suite Level is a great place for a private and cost-effective off-site meeting!

If you have any questions or additional suggestions, feel free to call me at 503.797.9673 or e-mail me at brian.sandy@blazers.com.



A DAY IN THE LIFE

OF A CUSTOMER SERVICE MANAGER

MELISSA WILER

Customer Service Manager



A Customer Service Manager faces a variety of challenges and opportunities every day. Whether it is during the summer or gearing up for playoffs, there is always information to communicate with our Season Ticket Holders.

On game days, we are busy selling additional tickets to our clients (at their Guaranteed Savings Plan rate, of course!), preparing tickets for Will Call, reprinting donated tickets and preparing our random winners for each game for the T-Shirt Exchange and Super Fan promotions.

Two Customer Service Managers are available in the Blazers Customer Service Concierge Desk for each game to troubleshoot problems that may occur before



or during the first half of the game. We are also able to assist with relocations for disabled guests and clients who have lost or forgotten their tickets.

Along with game day responsibilities, the Blazers are one of the few teams in the NBA who provide a Customer Service Manager for each full and half season ticket account.

This is a great way for our organization to build relationships with our customers. As a result, each Customer Service Manager sets the individual goal of connecting with our clients at least four times throughout the year. We are available to help with any account related issues, such as address changes or billing questions. We can also provide information on other events taking place at the Rose Quarter.

Whether it is handling game day responsibilities or account information for our Season Ticket Holders, our goal is to provide the highest quality of service to the #1 fans in the NBA!



PAN PREFERRED APPRECIATION NIGHT
 PRESENTED BY SPIRIT MOUNTAIN CASINO
 WHEN: APRIL 13, 2003 10:30A-12:30P
 PRIOR TO BLAZERS/LAKERS GAME
 WHERE: COURTSIDE LOUNGE
 LEVEL P1
 WHY: You and your Preferred guests are invited to join us for an action-packed pre-game event. Enjoy live entertainment, brunch, beverages, door prizes and fun games. Every attendee is guaranteed to have a good time!



TRAFFIC UPDATE

The Broadway Bridge is currently undergoing a massive construction project that is scheduled to be completed by November 2004. Motorists can expect traffic delays with one lane remaining open in each direction during weekdays and bridge closures on the weekends. They have taken Blazers games into consideration and the bridge will remain open (westbound) during all Blazers home games to ensure smooth traffic egress flow.

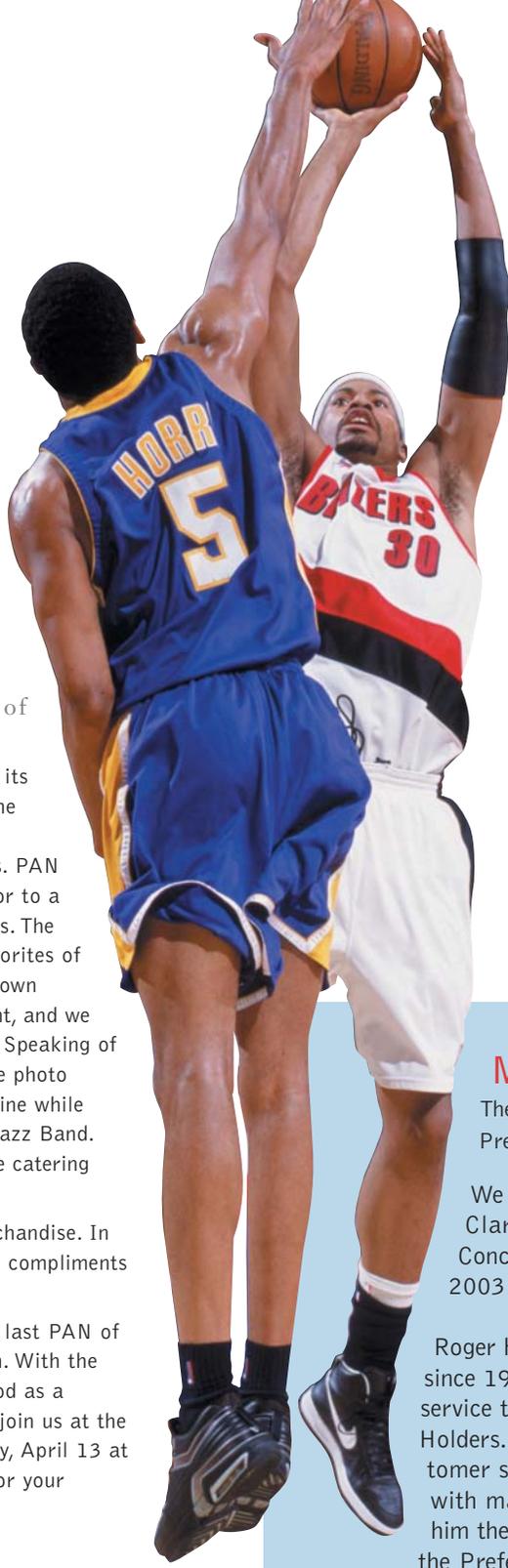
IT'S HAPPENING AT... PAN!

SUZAN MILLER | Assistant Director of Suite & Preferred Services

The Suite & Preferred Services Department held its second Preferred Appreciation Night (PAN) of the season at the Courtside Lounge for all Suite & Preferred Season Ticket Holders and their guests. PAN was the place to be on Tuesday, February 11, prior to a very exciting game against the San Antonio Spurs. The horse racing was, without a doubt, one of the favorites of the many attractions at PAN. Blaze, the Blazers own mascot, received a personal invitation to this event, and we believe he will be a regular at future PAN nights. Speaking of regulars, the Blazers Dancers stopped by for some photo opportunities as well. Guests enjoyed a glass of wine while listening to the jazz tunes performed by the Tall Jazz Band. Cutting Edge Concepts, the Rose Quarter in-house catering company, catered the event.

Lucky prizewinners went home with Blazers merchandise. In addition, all attendees received a discount coupon compliments of PAN sponsor Spirit Mountain Casino.

If you missed this event, make sure to attend the last PAN of the regular season, sponsored by Spirit Mountain. With the Lakers coming to town, we will bring in Hollywood as a backdrop. Wear your Blazers colors proudly and join us at the Courtside Lounge. PAN will take place on Sunday, April 13 at 10:30 AM. Mark your calendars now, and look for your invitation in the mail.



MEET ROGER CLARK

The newest addition to the Suite & Preferred Services Team

We are excited to announce that Roger Clark has accepted the Preferred Concierge position just in time for the 2003 playoffs.

Roger has worked with the Trail Blazers since 1998, providing excellent customer service to our Courtside Season Ticket Holders. In addition to possessing great customer service skills, Roger's familiarity with many clients and the arena has made him the favorite candidate to take over as the Preferred Concierge. As a result of his promotion, Roger's client base has doubled to include Midlevel Preferred Ticket Holders.

Please stop by the Preferred Concierge Desk on Level P4 across from the Rose Room to introduce yourself. Roger has replaced Trevor Soleim, who has been recently promoted to Customer Service Manager due to his great customer service skills. Congratulations to both Trevor and Roger!





featuring: the NEW Online Account Manager, A Day in the Life, Community Corner and much more!
an informational update exclusively for Rose Garden Season Ticket Holders...

BLAZERS TICKET SERVICES
ONE CENTER COURT
SUITE 150
PORTLAND, OR 97227



CORNER

COMMUNITY



A BLAZERS SEASON OF GIVING

TRACI ROSE | Director of Community Relations

The 2002-03 Blazers season has produced as many wins off the court as on. The Blazers tipped off the season in the community during the NBA's National Read to Achieve Week. In October, the staff and team members visited students around Oregon, donating thousands of Scholastic books to promote the importance of reading.

The Blazers 2002 holiday giving season began with the seventh annual Blazers Community Builders Harvest Dinner. The team provided a warm Thanksgiving style meal thanks to the combined efforts of valuable Blazers and Oregon Arena corporate partners.

The Wallace family continues to support numerous causes through the Rasheed Wallace Foundation, including the Salvation Army "Coats for Kids" campaign and the annual Christmas ornament collection.

In January, through the Multnomah County Library Foundation's "Everybody Reads" program, Blazers forward Dale Davis took the challenge and read "A Lesson Before Dying," by Ernest Gaines. Davis hosted a discussion with members of Bridge Builders, a local young black men's leadership organization.

During February, the Blazers celebrated Black History Month. The Blazers Black History Month Honorees program calls attention to members of the community that are quietly and selflessly leading change, inspiring lives and living gracefully. This year, a local African American was honored at each of the eight home games in February.

The 2003 Blazers Community Builders Heart of the Community Awards was held on Valentine's Day at the Memorial Coliseum. This program is a partnership between the Blazers and VolunteerWorks, which seeks out individuals and organizations that are setting the example in the world of volunteerism.

Throughout the month of March Blazers team members participated in reading events in the Portland-Metro area in honor of Blazers Reading Month. The team hosted 250 Head Start students to a luncheon at the Rose Garden, where every child received a backpack full of books and had the opportunity to eat lunch with a Blazers celebrity.

As we head into the spring, and what we hope is a long run in the playoffs, the Blazers will continue in our mission to put books in every child's home, volunteer often and continuously look for ways we can help make a difference.

