



For Immediate Release

**AZN TELEVISION TO PREMIERE “NBA TIMEOUT”
SUNDAY, MARCH 19 AT 9 PM (ET)**

*Original AZN/NBA Entertainment Co-Production Entertains Asian American Fans with
Weekly Game Highlights, Player Profiles and Special Features*

CENTENNIAL, Colo., March 13, 2006 – AZN Television, the cable channel featuring programming for Asian Americans, and NBA Entertainment will premiere an original co-production “NBA Timeout” on **Sunday, March 19 at 9 p.m. (ET)** on AZN. The weekly magazine-style show will be hosted by Angela Tsai and will highlight the diversity of the league and its fans. “NBA Timeout” will feature game highlights, player profiles and will go straight to the Asian American community to talk to fans about their passion for basketball.

The premiere episode will feature profiles on the Cleveland Cavaliers’ LeBron James, the 2006 NBA All-Star MVP; the San Antonio Spurs’ Tim Duncan, the 2005 NBA Finals MVP; and the New Jersey Nets’ Jason Kidd, a seven-time NBA All-Star. The show will then take viewers to Chinatown in New York and introduce them to the New York Rockits, an Asian American basketball club.

A new episode will air each week on Sundays at 9 p.m. (ET) and then will be repeated on Mondays at 1 a.m. (ET) and 9:30 p.m. (ET) and Tuesdays at 12:30 a.m. (ET).

AZN and the NBA Entertainment entered into a partnership to provide NBA-related programming for Asian Americans which included the rights to air “Yao in the NBA” on AZN. Originally shown in China, the documentary series has been re-versioned in English for AZN viewers. The show chronicles events in the life of Houston Rockets center Yao Ming during his sophomore season in the league.

About AZN Television

AZN Television is the network for Asian America. A wholly-owned company of Comcast Corporation, the channel’s programming targets the fast-growing, English-speaking and multi-generational Asian American community. Genres include the most popular Asian films, dramas, documentaries and anime as well as original programming. For more information, visit azntv.com

About NBA Entertainment

NBA Entertainment (NBAE) is one of the largest suppliers of sports television and Internet programming in the world, and manages the leagues’ – NBA, WNBA and NBA Development League -- television, film, Internet, publishing, photos, consumer products, marketing partnerships, media properties and event relationships domestically and internationally.

The Emmy Award-winning production and programming division produces several weekly television shows, including *NBA Access with Ahmad Rashad*, *NBA Inside Stuff*, *NBA Matchup*, *NBA Action*, *WNBA Action* and *NBA Jam* . NBAE creates exclusive content for NBA TV, NBA.com and WNBA.com and NBADLEAGUE.com and packages NBA, WNBA and D-League games along with highlight and lifestyle shows for distribution to 215 countries.

Launched in 1982, NBAE is the historical archive and exclusive licensor for all NBA, WNBA and D-League game footage and the production house for all NBA, WNBA and D-League advertising, public service announcements, television programming, home videos and corporate presentations.

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