



FOR IMMEDIATE RELEASE:

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BOBCATS GET BOOST FROM VEMMA®

Scottsdale, Arizona Wellness Company Enters Into Multi-Year Partnership

Charlotte, NC (March 2010)—Bobcats Sports & Entertainment (BSE) President and Chief Operating Officer Fred Whitfield announced today the organization has entered into a new multi-year marketing partnership with Vemma Nutrition Company, the maker of premium wellness products.

"Vemma has been a pioneer in the health and wellness industry for more than five years now, and they've done it through research and buying into business concepts that work," said Whitfield. "As Vemma looked to expand their market into the Southeast to help people here enjoy a healthier lifestyle, they found that their core values aligned with ours and the relationship grew from there."

The partnership provides Vemma with entitlement of a lounge at Time Warner Cable Arena, scoreboard vignettes, presenting sponsorship of the "Reading with Rufus" series that aligns with children's formula Vemma NEXT™, brand exposure on the Time Warner Cable Arena LED signage boards, concourse tabling nights, advertising in the game program, digital presence at bobcats.com and opportunities to host events at a home game.

"The Carolinas are incredibly important to our business as we continue to grow nationally and internationally, and we know that basketball is incredibly important to the Carolinas," said BK Boreyko, Founder and CEO of Vemma. "Time Warner Cable Arena allows Vemma the opportunity to promote our product to millions of consumers on a year-round basis. We are proud to partner with the Bobcats and look forward to having a healthy, positive impact on the team and community."

Founded in 2004 by BK Boreyko, Vemma® Nutrition Company is rapidly growing as one of the premier industry leaders specializing in premium liquid nutrition. Every day thousands of people join in our mission to make a positive difference in the lives of others through the sharing of our clinically proven Vemma formula. Our Vemma wellness products coupled with our rewarding business opportunity helps people live a better quality of life, physically and financially. Vemma is headquartered in Scottsdale, Arizona and distributes its products through a global network of independent Brand Partners operating in 50 countries. For more information, please visit vemma.com.

Bobcats Sports & Entertainment operates the Charlotte Bobcats of the National Basketball Association (NBA) and Time Warner Cable Arena, located in the heart of uptown Charlotte, North Carolina. The Bobcats began their sixth season of play in the NBA last October. Partial plans and group tickets are available now at bobcats.com or by calling (704) BOBCATS.

- bobcats.com - bobcatsbreak.com -

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