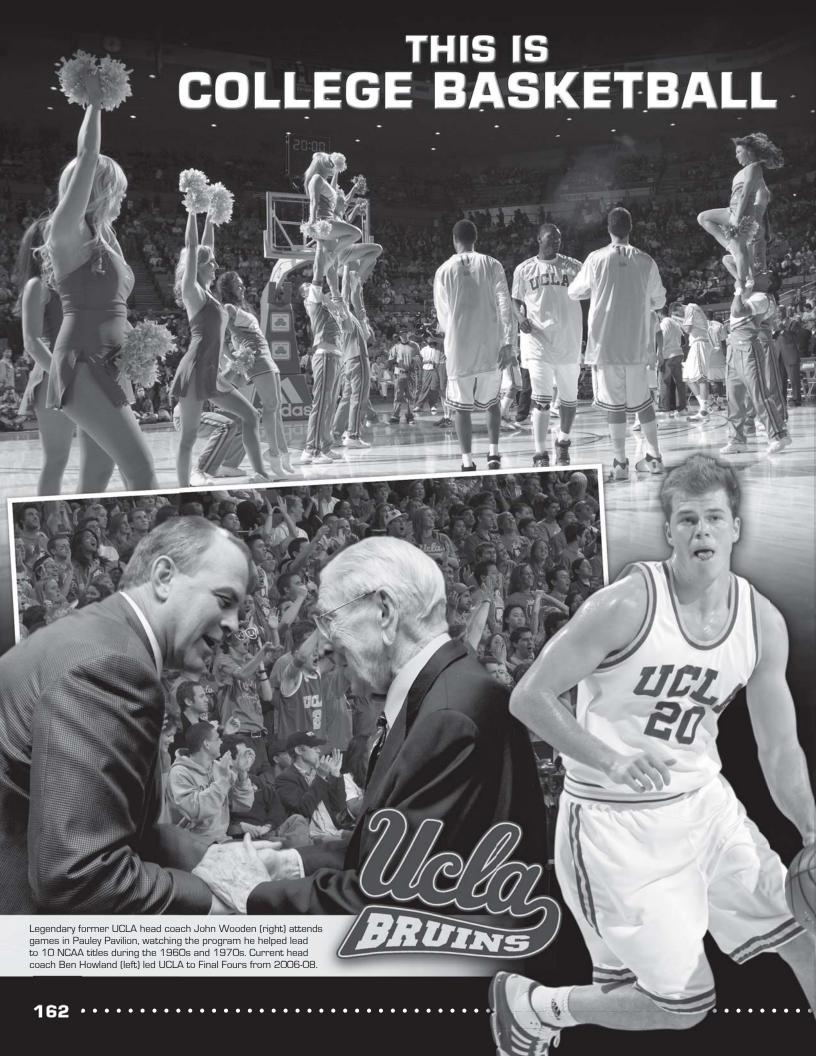
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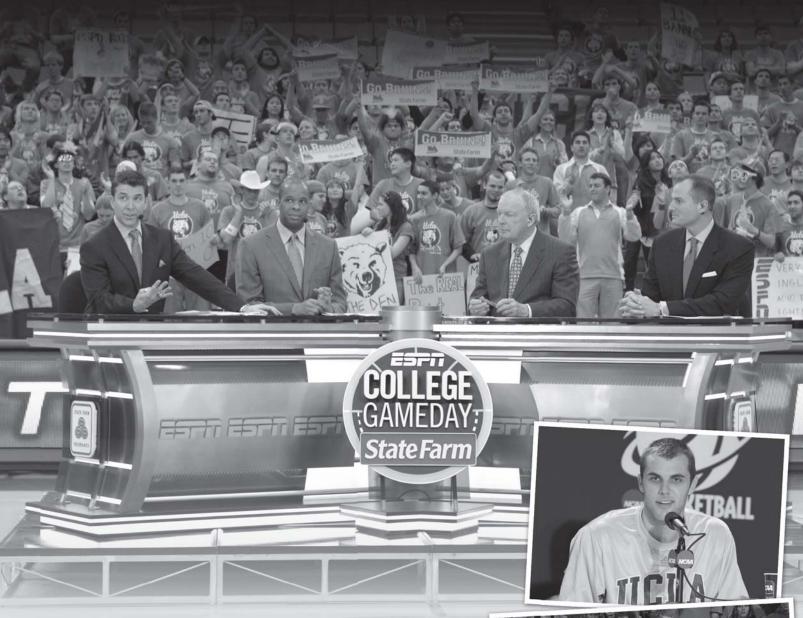
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MEDIA EXPOSURE

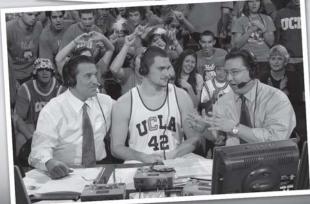
In 2009-10, at least 28 regular-season UCLA basketball games will be televised, including eight national network contests. Over the past 28 seasons, 669 games have been broadcast live in Los Angeles.



IN THE SPOTLIGHT

The UCLA basketball team continues to attract great media attention, both locally and nationally, in the nation's second-largest media market. Los Angeles has seven local network affiliates or independent television stations which cover UCLA basketball on a regular basis. Fox Sports Net, a national cable sports network, provides an additional outlet for Bruin basketball games throughout the nation. Over 13 local newspapers and one international wire service regularly cover UCLA basketball, including the Los Angeles Times, which boasts the nation's largest daily circulation in excess of one million readers.

A 70,000-watt radio station (KLAC Sports 570 AM) broadcasts all UCLA basketball games live. The Bruins also have a contract with SIRIUS National Satellite Radio. Over 100 *Sports Illustrated* covers feature current and former Bruin athletes. Media training is available for all interested student-athletes – video interview sessions are offered as well as print interview sessions. In February 2008, UCLA's Pauley Pavilion provided the backdrop to ESPN's College Gameday show, a national broadcast originating from a college basketball venue each Saturday (photo, above).







FORMER UCLA ATHLETES IN MASS MEDIA WORK

Name	Sport	Media Position
Kareem Abdul-Jabbar	Basketball	Actor/Sportscaster (Movies, CBS)
Troy Aikman	Football	Sportscaster (FOX)
Charles Arbuckle	Football	Sportscaster (ESPNU)
Ato Boldon	Track	Sportscaster (CBS, NBC)
Kay Cockerill	Golf	Sportscaster (Golf Channel)
Wayne Cook	Football	Sportscaster (AM 570 KLAC Radio)
Randy Cross	Football	Sportscaster (CBS)
Tim Daggett	Gymnastics	Sportscaster (NBC)
Donna De Varona	Swimming	Sportscaster/Writer (ABC, ESPN)
Terry Donahue	Football	Sportscaster (Radio, TV)
Maura Driscoll-Farden	Gymnastics	Sportscaster (Lifetime, ESPN)
Danny Farmer	Football/VB	Sportscaster (FSN Prime)
Sean Farnham	Basketball	Sportscaster (FSN Prime, Fox Radio)
Lisa Fernandez	Softball	Sportscaster (ESPN)
Justin Gimbelstob	Tennis	Sportscaster (Tennis Channel)
Leslie Gudel	Rowing	Sideline Commentator (ABC)
Jack Haley	Basketball	Sportscaster (Fox Sports Net)
Roy Hamilton	Basketball	Coordinating Producer (Fox Sports Net)
Mark Harmon	Football	Actor (Movies, TV)
Marques Johnson	Basketball	Actor/Sportscaster (Movies, Fox Sports Net)
Eric Karros	Baseball	Sportscaster (FOX)
Karch Kiraly	Volleyball	Sportscaster (NBC Sports, FSN)
Don MacLean	Basketball	Sportscaster (AM 570 Radio, FSN)
Ann Meyers-Drysdale	Basketball	Sportscaster (CBS, ESPN, ABC)
Reggie Miller	Basketball	Sportscaster (TBS)
David Norrie	Football	Sportscaster (ABC, ESPN)
Stacey Nuveman	Softball	Sportscaster (ESPN, Fox Sports Net)
Ron Pitts	Football	Sportscaster (FOX)
Tom Ramsey	Football	Sportscaster (Fox Sports Net)
Floyd Reese	Football	Sportscaster (ESPN)
Matt Stevens	Football	Sportscaster (AM 570 KLAC Radio)
J.J. Stokes	Football	Sportscaster (Fox Sports Net)
Dwight Stones	Track	Sportscaster (ESPN, FOX, NBC)
Rick Walker	Football	Sportscaster (ESPN, Fox Sports Net)
Bill Walton	Basketball	Sportscaster (ABC, ESPN)
Michael Warren	Basketball	Actor (Television, Movies)
James Washington	Football	Sportscaster (Fox Radio, Fox Net)





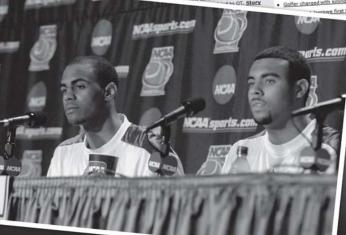




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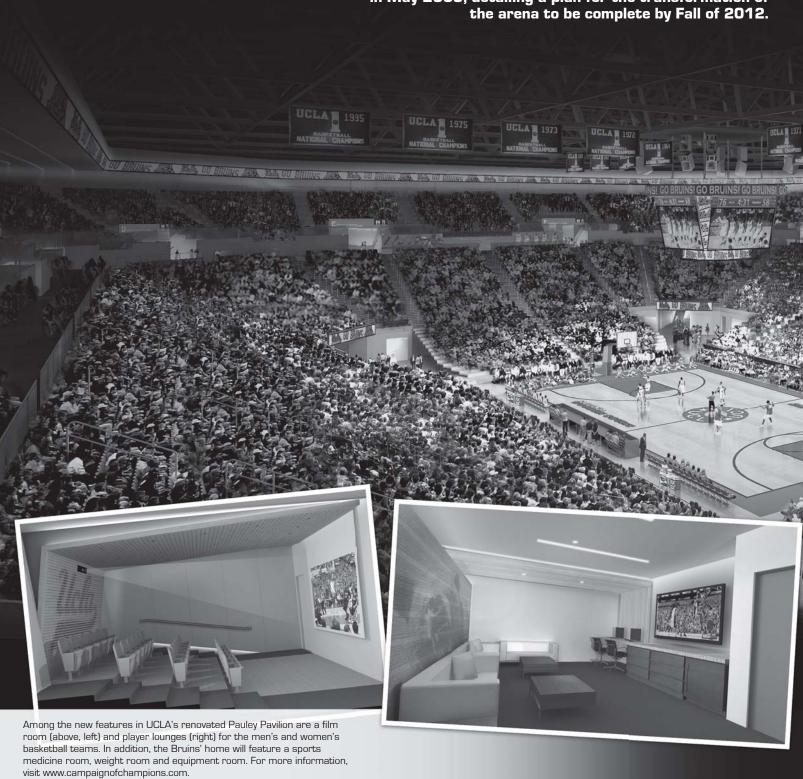


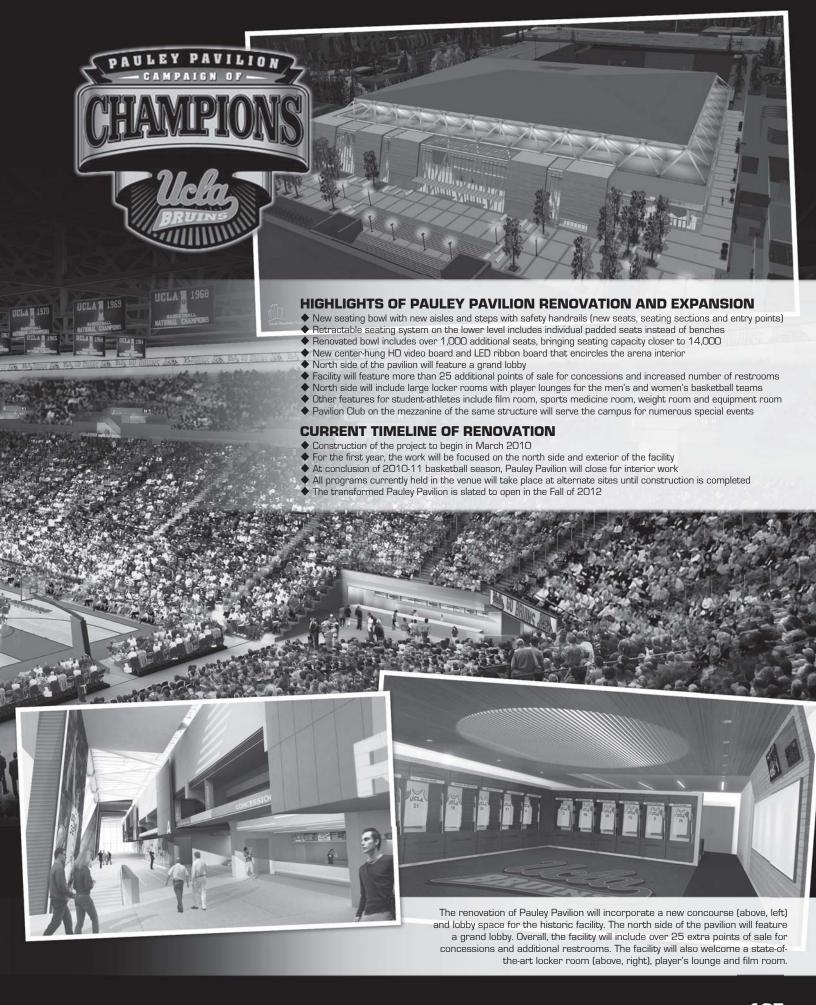


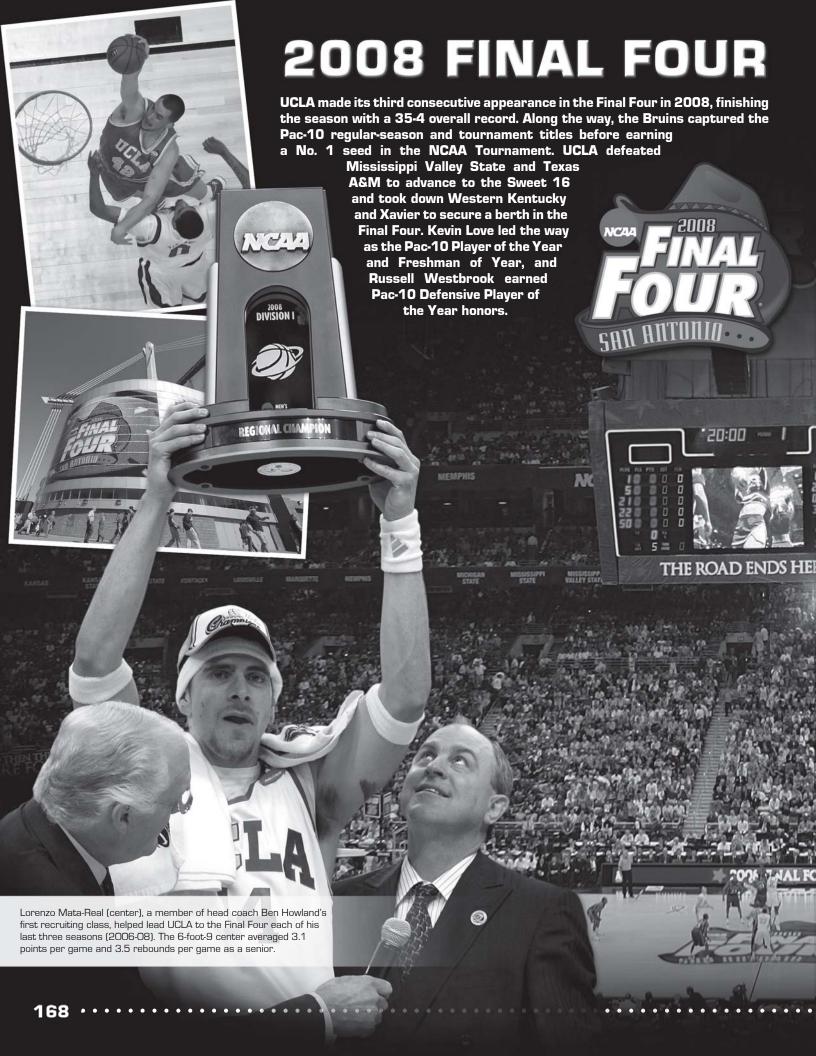
PAULEY PAVILION

CAMPAIGN OF CHAMPIONS

Pauley Pavilion will undergo a first-class expansion and renovation to improve not only as a basketball arena, but also as a multi-purpose facility. UCLA publicly announced the "Campaign of Champions" in May 2009, detailing a plan for the transformation of the arena to be complete by Fall of 2012.









2007 FINAL FOUR

UCLA advanced to the Final Four for the second consecutive season in 2007, marking the Bruins' first back-to-back Final Four appearances since the 1974-75 and 1975-76 seasons. The Bruins made their third postseason appearance in four years under head coach Ben Howland after earning their second consecutive Pac-10 regular-season crown.





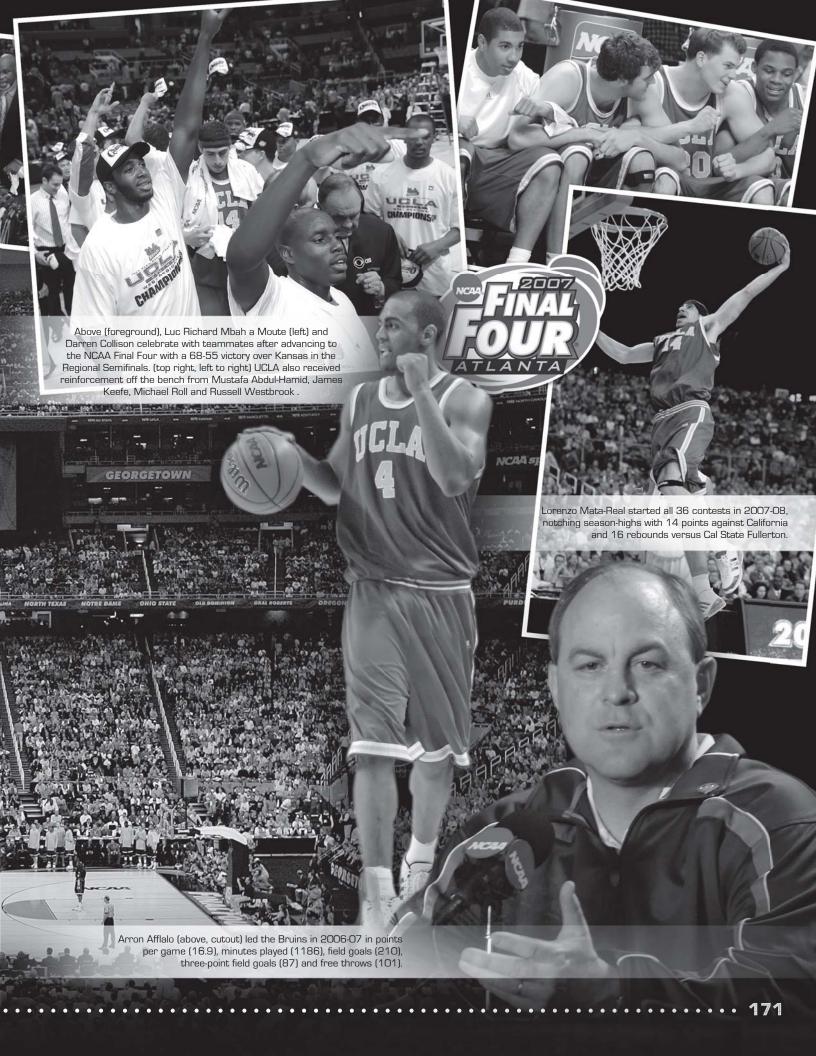
Head Coach Ben Howland has logged a 14-5 record in five NCAA Tournaments at UCLA, In six seasons as head coach, Howland has led the Bruins to three Final Fours.



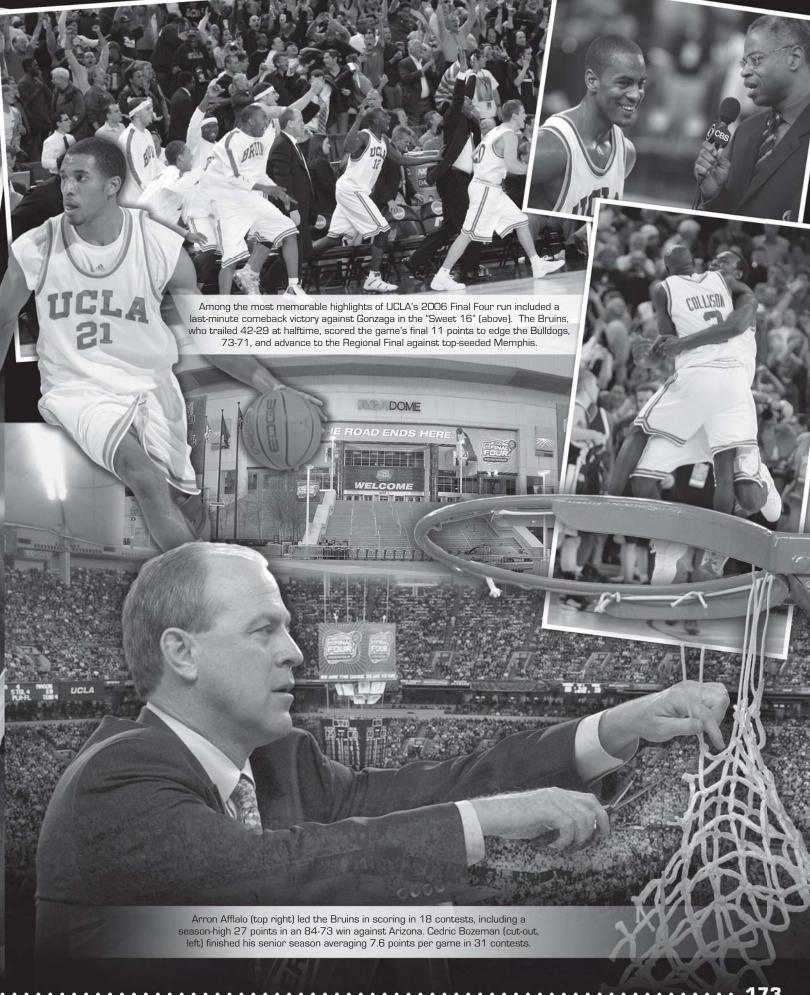


Josh Shipp (above) averaged 13.3 points per game as a sophomore in 2006-07. In the Final Four game against Florida, Shipp led the Bruins with 18 points, adding five assists and four steals.

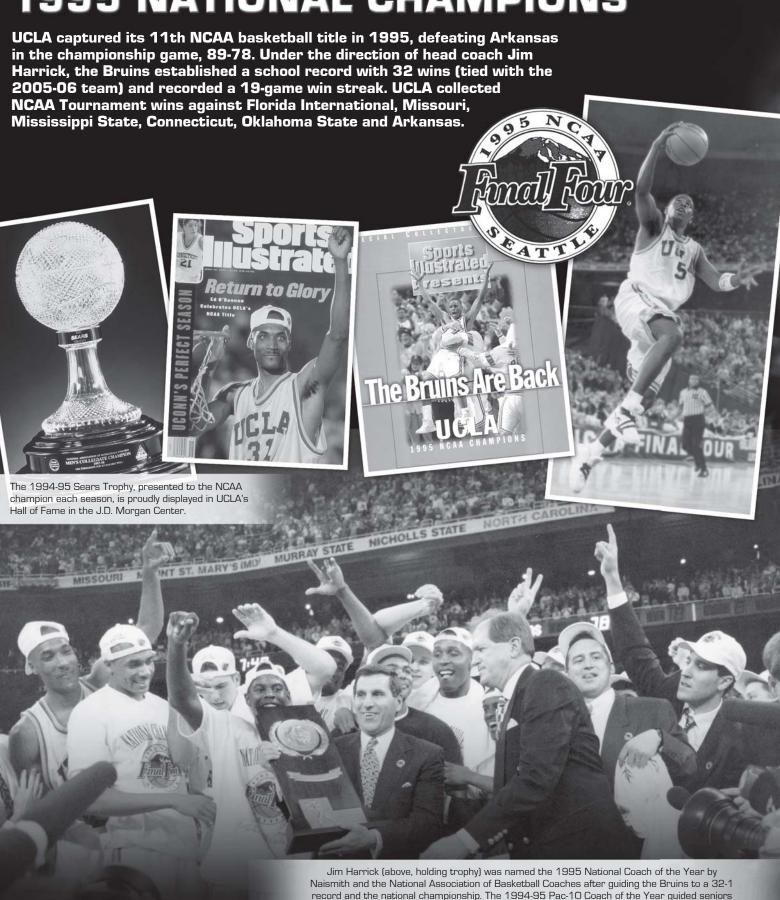








1995 NATIONAL CHAMPIONS

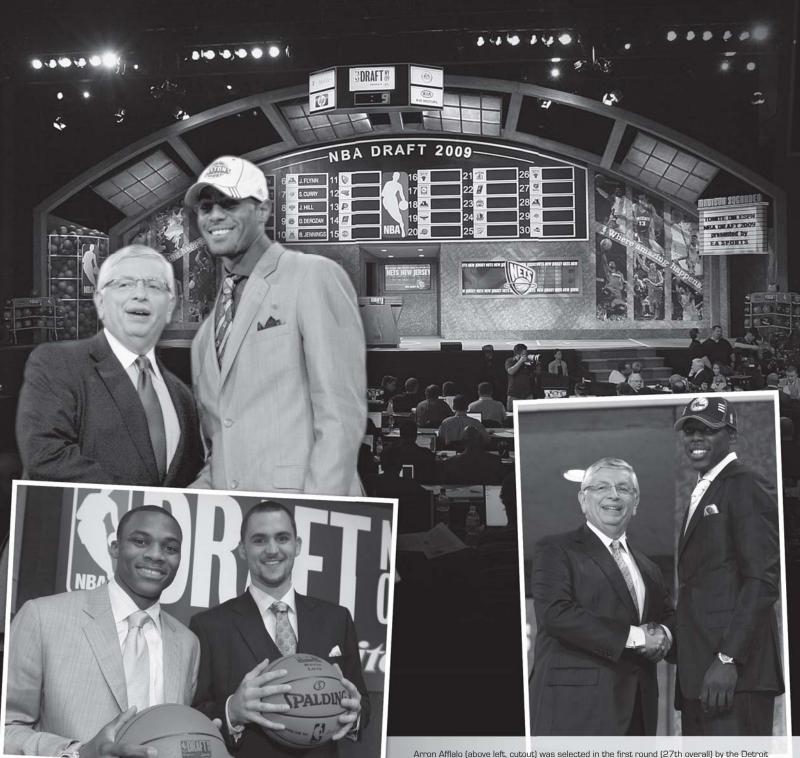


Ed O'Bannon, Tyus Edney and George Zidek, who led UCLA to its 11th NCAA Championship.



THE NBA DRAFT

UCLA has produced 33 first-round NBA draft selections. Since the inception of the NBA Draft in 1947, UCLA stands as the all-time collegiate leader in draft picks with 106, ahead of North Carolina (99), Kentucky (93) and Duke (74). The Bruins have had at least one selection in each of the past 13 seasons (20 since 1997).

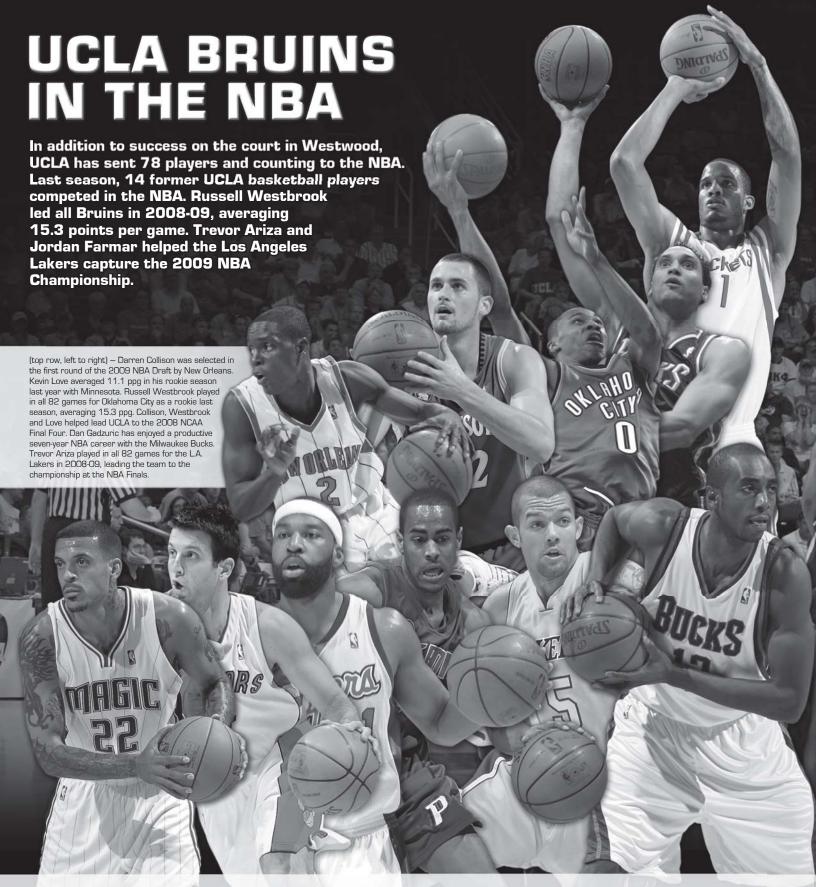


Pistons in 2007. Russell Westbrook and Kevin Love (left) were chosen in back-to-back selections as the fourth and fifth overall draft picks, respectively, in the 2008 NBA Draft. Jrue Holiday (above) was chosen 17th overall in 2009, continuing UCLA's string of four

consecutive seasons with at least one first-round NBA Draft selection.

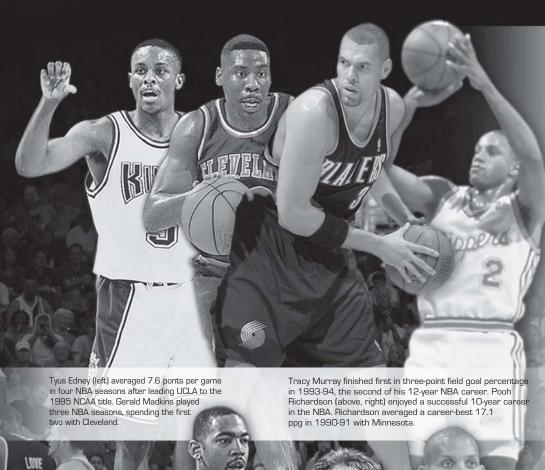
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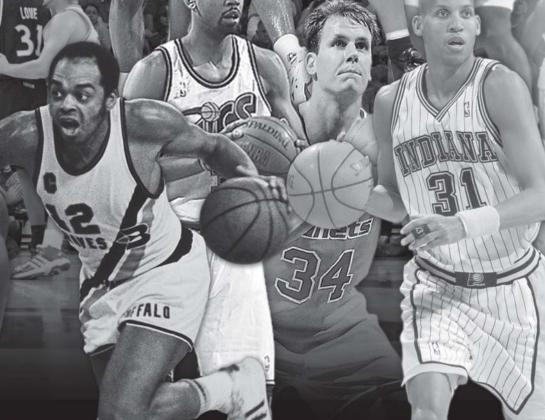




(bottom row, left to right) — Matt Barnes averaged a career-best 10.2 ppg with the Phoenix Suns in 2008-09. Barnes plays for the Orlando Magic in 2009-10. He also established career highs in 2008-09 in games played (77), games started (40) and minutes per game (27.0). Jason Kapono averaged 8.2 ppg in 80 contests for the Toronto Raptors last season. The top three-point shooting threat plays for the Philadelphia 76ers in 2009-10. Baron Davis has averaged 16.9 ppg in his 10-year NBA career. The 2009-10 campaign marks his second season playing for the Los Angeles Clippers.

(bottom row, right to left) – Luc Richard Mbah a Moute starred for the Milwaukee Bucks as a rookie in 2008-09. Mbah a Moute averaged 7.2 ppg and 5.9 rpg in all 82 games, making 52 starts for Milwaukee. Jordan Farmar played in 65 games in 2008-09, averaging 6.4 ppg and 2.4 apg for the NBA Champion Los Angeles Lakers. Arron Afflalo spent his first two NBA seasons playing for the Detroit Pistons before being traded to the Denver Nuggets prior to 2009-10.





UCLA's All-Time NBA Roster

UCLA 5 All'I		HO2CEL
Player	UCLA Years	NBA Years
Kareem Abdul-Jabbar	1967-69	1970-89
Arron Afflalo	2004-07	2007-present
Lucius Allen	1967-68	1970-79
Darrell Allums	1977-80	1981
Trevor Ariza	2004	2005-present
Toby Bailey	1995-98	1999-00
Don Barksdale	1947	1952-55
Matt Barnes	1999-02	2004-present
Henry Bibby	1970-72	1973-81
Cedric Bozeman	2002-04, 06	2006-07
Mitchell Butler	1990-93	1994-04
Darren Collison	2005-09	2009-present
Baron Davis	1998-99	2000-present
Darren Daye	1980-83	1984-88
Ralph Dollinger	1973-76	1981
Mark Eaton	1981-82	1983-93
Tyus Edney	1992-95	1996-01
Keith Erickson Jordan Farmar	1963-65 2005-06	1966-77 2006-present
Kenny Fields	1981-84	1985-88
Rod Foster	1980-83	1984-88
Dan Gadzuric	1999-02	2003-present
Gail Goodrich	1963-65	1966-79
Stuart Gray	1982-84	1985-91
David Greenwood	1976-79	1980-91
Jack Haley	1985-87	1989-98
Roy Hamilton	1976-79	1980-81
Walt Hazzard	1962-64	1965-74
J.R. Henderson	1995-98	1999
Brad Holland	1976-79	1980-82
Jrue Holiday	2008-09	2009-present
Ryan Hollins	2003-06	2006-present
Michael Holton	1980-83	1985-90
Ralph Jackson	1981-84	1985
Marques Johnson	1974-77	1978-87
Jason Kapono	2000-03	2004-present
Edgar Lacey	1965-66	1969
Greg Lee	1972-74	1975-76
Kevin Love	2007-08	2008-present
Mike Lynn	1965-66, 68	1970-71
Don MacLean	1989-92	1993-01
Gerald Madkins Darrick Martin	1988, 90-92	1994-95, 98
Luc Richard Mbah a Moute	1989-92 2005-08	1994-08 2008-present
Andre McCarter	1974-76	1977-78, 81
Jelani McCoy	1996-98	1999-04
Dave Meyers	1973-75	1976-80
Reggie Miller	1984-87	1988-05
Dave Minor	1947-48	1952-53
Jerome Moiso	1999-00	2001-05
Tracy Murray	1990-92	1993-04
Swen Nater	1972-73	1974-84
Willie Naulls	1954-56	1957-66
Charles O'Bannon	1994-97	1998-99
Ed O'Bannon	1992-95	1996-97
Keith Owens	1988-91	1992
Steve Patterson	1969-71	1972-76
Richard Petruska	1993	1993-94
Jerome "Pooh" Richardson	1986-89	1990-99
Curtis Rowe	1969-71	1972-79
Mike Sanders	1979-82	1983-93
Alan Sawyer	1946, 49-50 1967-69	1951
Lynn Shackleford Dijon Thompson	2002-05	1970 2005-07
Raymond Townsend	1975-78	1979-82
Kiki Vandeweghe	1977-80	1981-93
Brett Vroman	1975-77	1981
Bill Walton	1972-74	1975-87
Richard Washington	1974-76	1977-83
Earl Watson	1998-01	2002-present
Russell Westbrook	2006-08	2008-present
Sidney Wicks	1969-71	1969-71
Jamaal Wilkes	1972-74	1975-86
James Wilkes	1977-80	1981-83
Trevor Wilson	1987-90	1991-97
Brad Wright	1982-85 1999-03	1987-88
Ray Young George Zidek	1992-95	2005-06 1996-98
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(bottom row, left to right) — Walt Hazzard competed in the NBA for 10 seasons (1964-74), spending two years with the Buffalo Braves. Jelani McCoy played eight NBA seasons (1998-08) after competing for three years at UCLA. Don MacLean enjoyed a nine-year NBA career (1992-01), spending his first three seasons with the Washington Bullets. Reggie Miller had a phenomenal 18-year NBA career (1987-05), playing in all 1,389 games with the Indiana Pacers.

NBA ALL-STAR GAME

UCLA has sent 14 players to the NBA who have played in the annual All-Star Game. Kareem Abdul-Jabbar (Lew Alcindor) earned 19 selections, the most by any player in league history. Gail Goodrich, Marques Johnson and Reggie Miller each made five trips to the All-Star Game.

UCLA's NBA All-Stars

OULA S HEALA	Julia		
Player	Games	Player	Games
Kareem Abdul-Jabbar	19	Kiki Vandeweghe	2
Gail Goodrich	5	Bill Walton	2
Marques Johnson	5	Baron Davis	1
Reggie Miller	5	Don Barksdale	1
Willie Naulls	4	Mark Eaton	1
Sidney Wicks	4	Walt Hazzard	1
Jamaal Wilkes	3	Curtis Rowe	1



McDONALD'S ALL-AMERICANS

Beginning with Tyren Naulls in 1978, UCLA has seen 29 of its players participate in the McDonald's All-American game at the conclusion of their high school careers. Only Duke and Kentucky have enrolled more McDonald's All-Americans.

UCLA's McDonald's All-Americans

Player	Year	Player	Year	Player	Year
Jrue Holiday	2008	JaRon Rush	1998	Darrick Martin	1988
Malcolm Lee	2008	Ray Young	1998	Jerome "Pooh" Richardson	1985
Kevin Love	2007	Baron Davis	1997	Craig Jackson	1984
James Keefe	2006	Jelani McCoy	1995	Montel Hatcher	1982
Arron Afflalo	2004	omm'A Givens	1994	Stuart Gray	1981
Jordan Farmar	2004	Charles O'Bannon	1993	Nigel Miguel	1981
Cedric Bozeman	2001	Ed O'Bannon	1990	Kenny Fields	1980
Jason Kapono	1999	Mitchell Butler	1989	Ralph Jackson	1980
Dan Gadzuric	1998	Tracy Murray	1989	Darren Daye (game MVP)	1979
		Don MacLean	1988	Tyren Naulis	1978

Kevin Love (left) played in the 2007 McDonald's All-American Game, and sophomore Malcolm Lee (above) was a 2008 selection. Dan Gadzuric (right) competed in the 1998 McDonald's All-American Game. AND THE THE PARTY OF THE PARTY

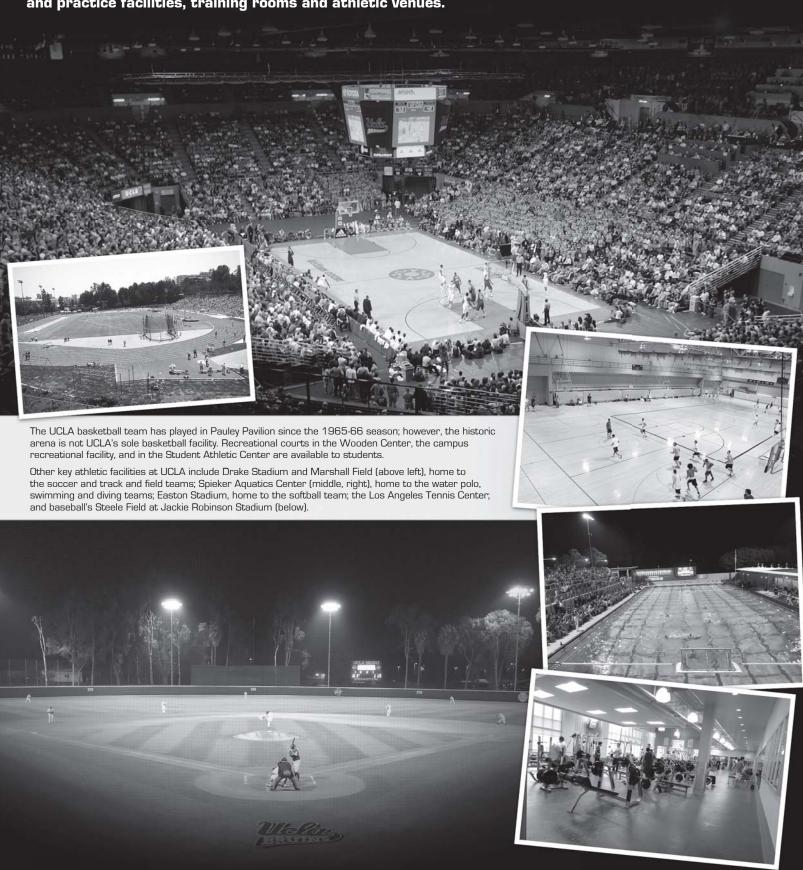
Cedric Bozeman competed in the 2001 McDonald's All-American Game before enjoying a productive four-year career at UCLA. In 106 collegiate games, Bozeman totaled 700 points, 386 assists and 334 rebounds.

In three seasons at UCLA, Arron Afflalo (second from left) led the Bruins to three NCAA Tournament appearances, including back-to-back Final Fours as a sophomore and junior. Jrue Holiday (second from right) was selected a McDonald's All-American in 2008.

Jordan Farmar (right), a standout guard at UCLA, played in the 2004 McDonald's All-America Game with classmate Arron Afflalo. Farmar was chosen by the Los Angeles Lakers in the 2006 NBA Draft.

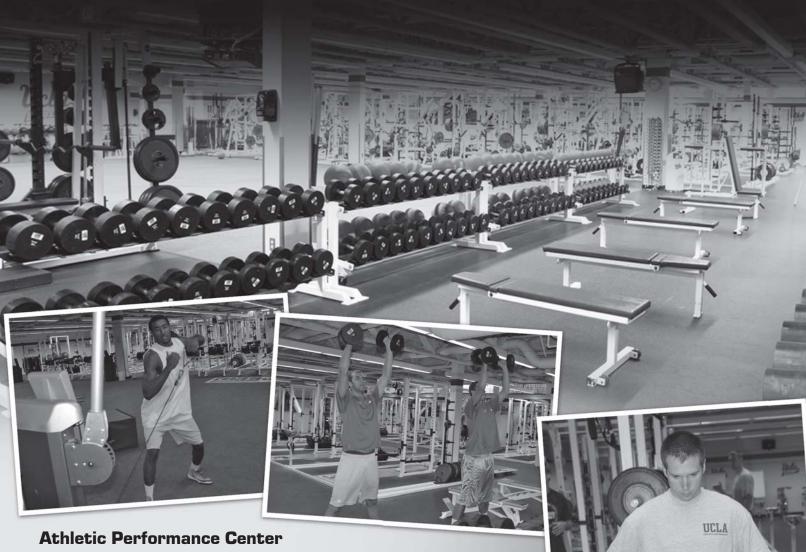
ATHLETIC FACILITIES

Home to legendary Pauley Pavilion, UCLA features state-of-the-art recreational and practice facilities, training rooms and athletic venues.



ATHLETIC PERFORMANCE CENTER

UCLA's Athletic Performance Center features 27 weight-lifting platforms, 30 upper and lower body weight machines and a variety of cardiovascular equipment in the Acosta Athletic Training Complex.



UCLA's new Athletic Performance Center, located in the Acosta Athletic Training Complex, has doubled in size to 15,000 square feet and is directed by athletic performance coach Mike Linn, who enters the second year of his second tenure in this position. Linn, who has both collegiate and corporate expierence, previously served as the Bruins' athletic performance coach from 1999-2002. Linn, a 1993 UCLA graduate, oversees the athletic development of more than 700 student-athletes. Wes Long, who serves as an assistant athletic performance coach, works directly with the men's basketball team.

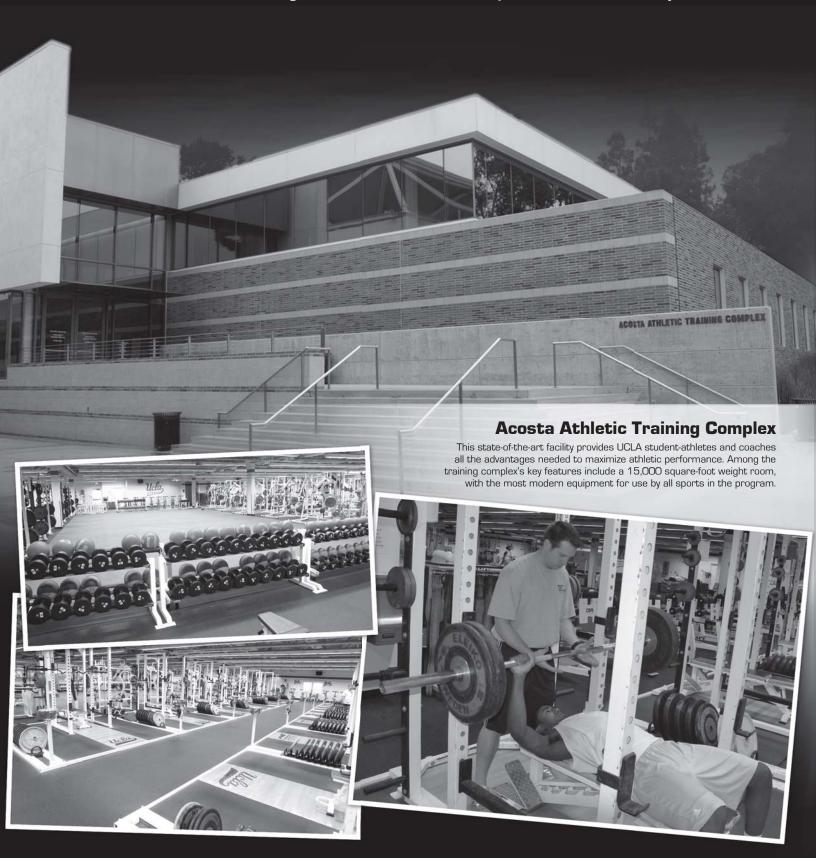
An athlete's development requires a comprehensive plan that maximizes all physical components of competition. UCLA's Athletic Performance Center and the program developed by the staff are instrumental in equipping all UCLA athletes with the physical tools required to successfully compete in the national spotlight. Each athlete receives individual attention from the staff in developing all facets of athleticism, such as strength, force production and power.

The Athletic Performance Center is composed of 27 weight-lifting platforms, a state of the art dumbbell area, 30 upper and lower body weight machines and a variety of cardiovascular equipment. The room is highlighted by the Athletic Performance Area, a specialized space dedicated to enhancing acceleration/deceleration capabilities, foot speed, balance and coordination, vertical jump and flexibility for all Bruin athletes.



TRAINING FACILITIES

UCLA's student-athletes conduct their training and conditioning activities in the twostory Acosta Athletic Training Complex, home for UCLA sports medicine, athletic training and rehabilitation, athletic performance and varsity locker rooms.





UCLA has always been at the forefront in the area of sports medicine and athletic training. The Acosta Athletic Training Complex provides greater advances in sports medicine to benefit UCLA's student-athletes, including state-of-the-art hydro-therapy pools. Dale Rudd heads the UCLA sports medicine staff and works closely with head team physician Gerald Finerman, associated team physician John DiFiori and men's basketball athletic trainer Laef Morris.

Among the key components of UCLA's Acosta Athletic Training Complex includes an 8,000 square foot athletic training and rehabilitation facility with private offices and doctor's suites. The center also has a meeting room with space for 25 people. The second floor features new locker rooms for men's and women's sports and houses a team meeting room and an athlete lounge. Included are three hydro pools, expanded rehab and examination areas and an interfacing with the award-winning "Best in the West" UCLA Ronald Reagan Medical Center.

UCLA's sports medicine staff works closely with the athletic performance staff to maintain a holistic approach to athletic performance. Among the key components include Olympic lifting, functional training, dynamic flexibility, sports nutrition, injury prevention, sport specific conditioning, metabolic assessment testing, a Bod Pod that is accurate for body fat testing and a specialized turf area dedicated to enhancing sports specific movements such as acceleration/deceleration capabilities, foot speed, balance and coordination, vertical jump and flexiblity.

