



Haier®

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BROOKLYN SPORTS & ENTERTAINMENT ANNOUNCES HAIER AMERICA AS A LONG-TERM PARTNER OF THE BARCLAYS CENTER IN BROOKLYN

BROOKLYN -- Brooklyn Sports & Entertainment (BSE), an affiliate of Nets Sports and Entertainment, LLC, today announced that Haier America, a national leader for home appliances and digital consumer electronics products, has become a long-term partner for the planned Barclays Center in Brooklyn.

The "Haier Experience Store," which will be part of the Barclays Center and accessible to the public from outside of the arena during event and non-event days, will provide an opportunity for patrons to interact with the Haier brand and its array of products. Haier will also receive a fully integrated marketing platform within the arena and will be a sponsor of the NETS. The sponsorship alliance will provide Haier with a multitude of assets to extend its growth in North America.

A range of Haier appliances will be featured exclusively in luxury suites and other areas of the arena, and Haier will receive marketing exclusivity in the home appliance and portable media device categories with both the Barclays Center and the NETS.

"We are proud to become partners with Haier America and to help expand its brand identity in Brooklyn and throughout New York City," said Brett Yormark, president and CEO of Brooklyn Sports & Entertainment. "Haier's commitment demonstrates its enthusiasm about the Barclays Center, the entire Atlantic Yards development, and in bringing major professional sports and entertainment to Brooklyn. This announcement is another example that the marketplace continues to express excitement about the Barclays Center and the significant resurgence of the borough."

“The sponsorship of the Barclays Center provides Haier America with an extensive platform to promote both the Haier brand and our expansive line of innovative appliances and electronics,” said Michael Jemal, Chairman of the Board of Haier America. “This opportunity aligns with our expectations for future brand growth and perpetuates the roots we are building in the local community fabric with what will be one of the most technologically advanced arenas in the nation.”

Haier America joins a stable of best-in-class companies which have signed on as partners for the Barclays Center, including: ADT, EmblemHealth, MetroPCS, Cushman & Wakefield, MGM Grand at Foxwoods, Jones Soda Co., Phillips-Van Heusen, Anheuser-Busch, and High Point Solutions.

Haier America

Haier America is the Sales and Marketing arm of the Americas for the multinational Haier Group, the world’s largest white goods brand. Headquartered in the Haier Building at 1356 Broadway in New York City, Haier America is a leader for room air conditioner, compact refrigerator, and wine cellar sales, as well as a leading force in major appliances, compact appliances, portable electronics and HDTV sales. Haier is an Official Marketing Partner and the Official High Definition Television of the NBA. www.haieramerica.com

The Barclays Center will be a world-class sports and entertainment landmark facility, which will be the home of the Brooklyn Nets and host 225 events annually. In January 2007, Barclays, a leading global financial services company, and the Nets announced a multi-faceted strategic marketing and media partnership that includes a 20-year naming rights of the arena.

For more information on the Barclays Center, please go to www.barclayscenter.com.
For more information on Haier America, please go to www.haieramerica.com.