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BARCLAYS CENTER SUITES TO BECOME 'YOUR HOME AWAY FROM HOME'

Fourteen of 15 Brownstone Suites Sold

--First-of-its-Kind Loft Suites Launched in Market--

Suite holders become members of Barclays Center Suite Alliance

BROOKLYN, NY – With construction ongoing at the Barclays Center site in Brooklyn, Brooklyn Sports & Entertainment (BSE), an affiliate of Nets Sports and Entertainment, LLC, is introducing Barclays Center suites to prospective buyers as 'Your Home Away from Home.'

BSE will initiate its public suite sale in March when prospective suite buyers can visit the multi-media interactive Barclays Center Showroom, located on the 38th floor of The New York Times Building in Manhattan.

With the Barclays Center projected to hold more than 200 events annually, the state-of-the-art suites will truly have the feel of a second home for suite holders, with its comfortable amenities and special benefits.

The Barclays Center, to be located at Atlantic and Flatbush Avenues, will be designed with 104 suites, including 68 Loft Suites that will be the first of its kind in entertainment venues in the New York marketplace. The Loft Suite will consist of 10 seats, more intimate than current suites in area sports facilities, and will be marketed in part to the 40,000 small to mid-sized businesses in Brooklyn.

In addition to the Loft Suites, the arena will include 15 Brownstone Suites (16 seats each) -- 14 of which are sold -- six Studio Suites, and four Party Suites. The arena will also include 11 Backstage Suites, which will offer exclusive access to a Champagne bar.

Suite buyers will also receive membership into the Barclays Center Suite Alliance, which will offer great business to business networking opportunities.

Planned to open in 2012, the Barclays Center will also include 40 loge boxes, six clubs and restaurants, and the Barclays Center Practice Facility on site.

Re-launched in September 2009 with a new design to further celebrate Brooklyn, the Barclays Center Showroom includes a mock Loft Suite with immersive theater-style viewing to provide prospective suite buyers with the opportunity to experience actual sightlines from any suite during events. The Showroom also presents a new model of the Barclays Center, which will offer 18,000 seats for basketball, 19,000 for concerts, and which is being designed by award-winning architectural firms Ellerbe Becket and SHoP Architects.

Additionally, the Showroom offers a historical timeline of sports and entertainment milestones in Brooklyn and a dynamic video showcasing the Barclays Center and the renaissance of Brooklyn that is displayed on a high-tech media cube with four six-by-six-foot screens. Ongoing construction of the Barclays Center is also streamed live to the media cube via a construction camera at the site.

“We are excited about our wide menu of suite products for the Barclays Center, and with so many events planned we look forward to making these suites Your Home Away from Home,” said BSE president and CEO Brett Yormark. “Our signature Loft Suite differentiates us in the marketplace and is the result of in-depth research which showed a need for this type of experience.”

Besides offering unparalleled sightlines, the suites will include luxurious interiors and finishes, high-definition flat-panel televisions, first-class catering by Levy Restaurants, the ability to watch NETS games with options for various audio feeds, and Wi-Fi Internet access.

In addition to NETS Basketball, most suite buyers will receive access to other top Barclays Center events, which will include world-class concerts, an extensive range of professional and collegiate sports, family shows, and much more.

In addition to Barclays, the Barclays Center currently has 10 major partners, including: ADT, Cushman & Wakefield, EmblemHealth, MetroPCS, MGM Grand at Foxwoods, Jones Soda, Haier America, Phillips-Van Heusen, Anheuser-Busch, and High Point Solutions.

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 how to own a “Home” at the Barclays Center, please call 646-616-9500. Also, for more information on the Barclays Center, please go to the newly designed www.barclayscenter.com.

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