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NETS BASKETBALL SIGNS FIRST TEAM-ONLY SPONSORSHIP FOR BROOKLYN

PNY Technologies Enters into Comprehensive Branding Alliance

BROOKLYN, NY –NETS Basketball has signed its first team-only sponsorship for when the team relocates to the Barclays Center in Brooklyn.

The alliance with PNY Technologies, Inc., a leading manufacturer and supplier of high-quality computing products, provides fully integrated signage and branding for key NETS inventory, including television visible courtside signage that will be seen internationally, nationally, and locally. Other PNY branding in this sponsorship will include Web advertising, exterior marquee LED signage at the Barclays Center, and the presenting sponsorship of the team's mascot.

Additionally, PNY will also have the right to produce and sell NETS-branded USB flash drives and SDHC flash cards at the IZOD-NETS Team Store.

The NETS are scheduled to relocate to Brooklyn in 2012. The ceremonial groundbreaking for the Barclays Center was held on March 11, 2010.

The NETS currently have a sponsorship alliance with PNY, through which PNY, in September 2009, became the first company to secure logo placement rights on an NBA team's practice jersey.

Launched in Brooklyn in 1985, PNY is now headquartered in Parsippany, NJ, and operates in 13 locations, with products sold in over 50 countries. It is considered a leading manufacturer and global supplier of flash memory cards, USB flash drives, solid state drives, computer memory upgrade modules, as well as consumer and professional graphics cards. Whether it's an SD™ card for a digital camera, a MicroSD™ card for a cell phone or a Graphics Card for a home computer, PNY offers complete solutions for digital lifestyle needs.

“It's exciting to bring PNY back to its roots in Brooklyn where it will be a big part of the return of major professional sports in the borough,” said NETS CEO Brett Yormark. “Our high-profile status in the media capital of the world will provide an unprecedented opportunity for PNY to

activate its brand and target the NBA's national and international audience. For the NETS, our brand attributes line-up perfectly with PNY's; we're both about speed, precision, and durability."

"The new arena will be a big draw for Brooklyn - attracting NBA fans from not only the entire New York metropolitan area, but all over the world, and entrenches the PNY brand at the epicenter of a premier sports venue," said Tony Gomez, vice president of sales and marketing at PNY. "Our expanded partnership gives PNY the opportunity to increase our corporate visibility, and connect our brand to this key audience as we continue to engage fans and enhance the overall game experience through our array of lifestyle oriented products."

About PNY Technologies, Inc.

Established in 1985, PNY Technologies[®], Inc. celebrates 25 years of excellence as a leading manufacturer and supplier of flash memory cards, USB flash drives, solid state drives, computer memory upgrade modules, as well as consumer and professional graphics cards. The company's *Photography-Videography*, *Mobility*, *3D Gaming-Visualization* and *Business* solutions are widely available from major retail, e-tail and wholesale outlets internationally. Headquartered in Parsippany, NJ, PNY maintains facilities in North America, Europe, Asia and Latin America.

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