



**2011 NAISMITH MEMORIAL BASKETBALL HALL OF FAME
PRESS CONFERENCE AND ENSHRINEMENT
2011 HIGHLIGHTS REGULATIONS**

The following regulations govern the use of videotaped, filmed or audio excerpts from 2011 Naismith Memorial Basketball Hall of Fame Press Conference on Thursday, August 11, 2011 and Enshrinement ceremony on Friday, August 12, 2011 (referred to herein as "**Highlights**"). Acceptance of a Naismith Memorial Basketball Hall of Fame Enshrinement media credential constitutes an agreement by the bearer and his or her organization to comply with all conditions set forth on the credential and the following regulations.

1. As noted on the back of the media credential, the use of any photograph, film, audio or videotape or drawing of the Hall of Fame Press Conference and Enshrinement ceremony footage, player interviews or other activities shall be limited to news coverage of the event by the organization that is issued the credential unless expressly authorized in writing by NBA Entertainment ("NBAE") or Hall of Fame Properties, LLC ("**HOFP**").
2. Subject to these regulations, Highlights may be transmitted solely for news reporting purposes in the recipient's regularly scheduled television or radio news programs only within the 72 hour period immediately following the completion of the game to which they pertain. In no event may Highlights be retransmitted, archived or otherwise used in any other medium (including, without limitation, any on-line or interactive technologies). Any non-editorial, commercial or promotional use of Highlights through any medium of transmission (including, without limitation, any on-line or interactive technologies) is expressly prohibited without the prior written consent of NBAE. Without limiting the foregoing, any use of Highlights in pre-game shows, weekly sports highlights programs, coaches programs or in commercials or on-air promotional announcements requires the prior written consent of NBAE or HOFP.
3. Highlights from the Press Conference and Enshrinement ceremony may not exceed two minutes (2:00) per hour of continuous programming. The aggregate total of Highlights of Enshrinement may not exceed (i) two and one-half minutes (2:30) per hour of continuous programming or (ii) five minutes (5:00) per hour of continuous programming.
4. All copyrights, proprietary interests and other incidents of ownership in and to the Highlights (whether obtained "on site", from a game telecast or otherwise) shall belong to, and remain vested in, NBAE and/or HOFP.
5. Any violation of these regulations may result in the revocation of such party's media credential and/or subject violators to any other remedy available to Naismith Memorial Basketball Hall of Fame, HOFP and/or NBAE.