



NEWS RELEASE

BOSTON CELTICS, 226 CAUSEWAY STREET, BOSTON, MA 02114
PHONE: 617-854-8000 FAX: 617-523-5949 WWW.CELTICS.COM

Boston Celtics Eddie House Debuts in Cartoon Newtorks' *My Dad's a Pro*

Short-Form Series Features NBA Champion Boston Celtics Guard Eddie House and Son Jaelen

FOR IMMEDIATE RELEASE

BOSTON (October 26, 2009)- The short-form series featuring House and his son is the first initiative in a multifaceted partnership between Cartoon Network and the NBA, in which the two entities are developing long- and short-form basketball-themed content across a wide variety of platforms, including online, mobile, VOD and on-air. The partnership coincides with the longstanding relationship Turner Sports maintains with the NBA to create relevant and compelling content for viewers.

Cartoon Network (CartoonNetwork.com), currently seen in more than 97 million U.S. homes and 166 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic animated entertainment for kids and families

House can be seen on Cartoon Network's new short-form series *My Dad's A Pro* when it premieres Wednesday, Nov. 4 at 7:55 p.m. ET/PT. Each of the 10 four-minute episodes features a day in the life of Jaelen House, 9-year-old son to 2008 NBA Champion Boston Celtics guard Eddie House. Each week, viewers get a glimpse of what Jaelen's not-so-everyday life is like as the son of one of the key players on one of the most storied NBA franchises. Whether he's courtside at a crucial playoff game or at home celebrating his dad's record-breaking game, Jaelen provides a never-before seen point-of-view.

Leading up to the series premiere, Cartoon Network will launch a new dedicated basketball section of the newly redesigned CartoonNetwork.com. To coincide with the NBA regular season tip-off, the site will go live Oct. 26 and feature the original two-on-two basketball game, "NBA Basketball Showdown," in addition to *My Dad's A Pro* episodes and weekly NBA highlights videos, NBA player profiles, best shot reels, fan polls, forum feeds and a live ticker featuring scores from games throughout the NBA.

House and his wife Charlsie have three sons: Jaelen and twins, Kaden and Kalek. Jaelen, House's biggest and most enthusiastic fan, can be seen sitting courtside at most Celtics home games cheering his dad on.

CONTACTS: Heather Walker, Boston Celtics, (617) 594-4453 or hwalker@celtics.com
Sean Flanagan, Regan Communications - (Office) 617-488-2878 (Cell) 781-789-2736
Kevin Flight, Regan Communications - (Office) 617-488-2863 (Cell) 781-439-7140