
TNT to Exclusively Televisе First-Ever NBA Fashion Show Produced by Springhill Productions and Presented by Samsung Galaxy

Tuesday, February 10, 2015

TNT will exclusively televise the first-ever NBA fashion show – NBA All-Star All-Style presented by Samsung Galaxy – a special showcase for the fashion-forward league and some of its marquee players and top personalities on Saturday, Feb. 14, at 6:30 p.m. ET.

The one-hour show, executive produced by LeBron James’ Springhill Production Company and in association with Turner Sports and IMG, a global leader in sports, fashion and media, will feature a runway competition including James Harden, Klay Thompson, Chandler Parsons, DeMarcus Cousins, Zach LaVine and other NBA stars, along with supermodels and style experts, among others. Steve Mayer of IMG joins James as executive producer of the show.

NBA All-Star All-Style presented by Samsung Galaxy will be taped Friday, Feb. 13, inside the grand ballroom of the historic Hammerstein Theater in New York. The show will consist of three rounds – dressing for the boardroom, a night out, and attire worn to the game – with the players teaming with a stylist and model as they walk the runway. The first round will consist of eight players, with four players advancing to the second round and the top two competing in the finals.

The show will include integration with TNT’s popular Inside the NBA as Charles Barkley and Kenny Smith join the judging panel alongside designer John Elliott, WNBA star Elena Delle Donne and GQ Style Editor Will Welch, while Shaquille O’Neal serves as the emcee. Additionally, Kevin Hart will provide commentary and conduct interviews backstage, and John Wall will be a contributor to the show while Turner Sports style correspondent Damaris Lewis hosts behind-the-scenes segments.

“The NBA and its players have always been at the forefront of style and entertainment and this show falls directly at that intersection of sports and pop culture,” said Craig Barry, SVP of production and executive creative director, Turner Sports. “This will be a fun, innovative showcase, as an extension of All-Star weekend, that serves as a great opportunity to create an entertaining experience for passionate and casual fans of all ages.”

IMG models participating in the show include Erin Heatherton, Chanel Iman, Rachel Hilbert and Shanina Shaik. The musical soundtrack to the event will include live performances by platinum-selling recording artists Flo Rida and Wale along with a set from DJ NEM.

In addition to Samsung Galaxy as the presenting sponsor, Kia Motors, longtime presenting sponsor of Inside the NBA, and CROC Ultra Premium Vodka, the official toast of the NBA, will all be integrated into the show.

The NBA All-Star All-Style presented by Samsung Galaxy show is part of Turner Sports’ comprehensive coverage of NBA All-Star 2015. TNT is the exclusive home of extensive live NBA All-Star coverage including all of the marquee events from New York including the BBVA Compass Rising Stars Challenge on Friday, Feb. 13; State Farm All-Star Saturday Night, featuring the Degree Shooting Stars, Taco Bell Skills Challenge, Foot Locker Three Point Contest and Sprite Slam Dunk on Saturday, Feb. 14; and the 2015 NBA All-Star Game on Sunday, Feb. 15.

About Turner Sports

Turner Sports, a division of Turner Broadcasting System, Inc., is an industry leader in televised and online sports programming, airing championship-level sporting events on TBS, TNT and truTV, and managing some of the most popular sports sites on the Internet. Turner Sports' television lineup includes the NBA, Major League Baseball, the NCAA Division I Men's Basketball Championship and professional golf. The company's digital portfolio includes Bleacher Report, NCAA.com and March Madness Live, and PGA.com, as well as an accompanying collection of mobile websites and connected device apps. Turner Sports and the NBA also jointly manage NBA Digital, which includes NBA TV, NBA.com, NBA LEAGUE PASS, NBA Mobile, the NBA Game Time App, NBADLEAGUE.com and WNBA.com.

About Springhill Production Company

Springhill Production Company is the entertainment and content company created by LeBron James and Maverick Carter. Named after the public housing complex where James grew up in Akron, Ohio, Springhill Production Company develops creative content across a variety of platforms including digital, documentary and feature films, and scripted and unscripted TV. Springhill Production Company has offices in Los Angeles and Akron.

About IMG

IMG is a global leader in sports, fashion and media operating in more than 25 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; strategic partnerships with sponsors and brands; and marquee assets across sports, entertainment, events, music and fashion.

About Samsung Electronics America Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics and IT products. Samsung is the market leader for HDTVs in the U.S. To discover more, please visit www.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems and semiconductors. We are also leading in the Internet of Things space through, among others, our Digital Health and Smart Home initiatives. We employ 307,000 people across 84 countries. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com

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