



NEWS RELEASE

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Second Time Around: Comcast Sports Southeast and WBA sign deal

(Atlanta, GA). The **World Basketball Association** partners again with **Comcast Sports Southeast** to televise the 2nd annual Black College All-Star Classic and the WBA Championship game. The partnership is a continuation of the relationship established last year that proved to be a huge boost for the league. "This partnership gives us the ability to showcase the WBA League and advertise our organization to over 4 million viewers of CSS," comments Leroy McMath, league President. "This means that we have the ability to take our League in the homes of millions and help make the public aware of our brand."

The **World Basketball Association**, in its sophomore year of play, is a developmental professional league designed to teach, develop, and expose basketball players to NBA, NBDL, CBA, and International Scouts while providing each community an exciting brand of basketball and entertainment. The WBA is lead by league President, Leroy McMath and Commissioner Mike Glenn. "The WBA will serve as a training ground to develop professional players, coaches, and personnel on and off the court," states Glenn. "Our main focus is placed on fundamental development, career development, community involvement, and education."

Comcast Sports Southeast/Charter Sports Southeast (CSS) was established in September 1999 as a partnership between Comcast Corporation and Charter Communications. It is a 24-hour sports network covering the southeast with approximately four million subscribers across 11 Southeastern states. CSS offers a comprehensive mix of live sports programming, sports news and in-depth sports analysis exclusively geared towards fans in the Southeast.

For more information about the World Basketball Association or the Black College All-Star Classic, visit us at www.wbaball.net. Media inquires or interview requests, please contact Carletta S. Hurt at media@wbaball.net or 404-587-8536.

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