

OPEN LETTER FROM MICHAEL JORDAN

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I've always played to win.

That's the object of the game, and it's what used to drive me as a player. Throughout my career, from high school to Chapel Hill to the NBA, I approached every game with just one goal in mind: do everything I can to help my team win.

In college I was blessed with the opportunity to play for one of the greatest coaches of all time. More than anything, Dean Smith believed that the team was always more important than any one player. He was right, and in 30-plus years of coaching each of his teams shared a common trait - they won because they played as one.

That's the philosophy I'm bringing to the Bobcats. That's the vision I have for this franchise. That's how we're going to succeed both on and off the court.

Win as one.

Our players understand it. Every personnel decision we make will be done with that philosophy in mind. We value players who are committed to team success. We value players who thrive in a team-first environment. We value players who are willing to sacrifice and do whatever it takes to win as one.

Our business staff understands it as well, and we're already doing things differently on that end. We search for ways to build stronger connections to this community. We search for ways to create new opportunities to work with people. We search for ways to make a positive and lasting difference in Charlotte and the Carolinas.

Both on and off the court, we win as one.

Last season we took some big steps as a basketball team, and we'll keep taking more because our players and coaches are committed to the philosophy that we win as one. This summer we made great progress on the business side as well, and I think that will continue as long as we're committed to including the community in everything we do.

At bobcats.com there's a new section called Chairman's Corner where you can send to me your questions, comments and concerns. Keeping a line of communication open is important to me because I value your input and feedback. Visit that page and let me know how we're doing, what you want to see more of, and how we can make things better. You're as much a part of this team as our players, coaches and staff, and we can't win without you.

On the court, in the community, with our fans, we win as one.

I look forward to seeing you this season at Time Warner Cable Arena.

Sincerely,

Michael Jordan
 Chairman and Chief Executive Officer



WIN AS ONE

