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**MOBILE ENTERTAINMENT COMPANY BINBIT AND THE NBA ANNOUNCE A NEW PARTNERSHIP TO BRING NBA CONTENT TO MOBILE PHONES**

***-Binbit to provide mobile NBA content to fans in over 25 countries -***

**MEXICO CITY, Feb. 16, 2016 –** The National Basketball Association (NBA) and Binbit, one of the leading companies in distribution of mobile entertainment content in the world, today announced a new multiyear partnership that will provide the league’s growing fan base across Latin America, Europe and Asia with access to extensive NBA content. The deal will also include special promotions and experiences from the NBA for Binbit’s subscribers.

Through the partnership, Binbit will distribute a comprehensive lineup of NBA pictures, videos, and audio files tailored for feature mobile phone devices within certain territories. Binbit mobile phone subscribers will also have access to a free official NBA Fan Club, which will feature NBA game highlights and photos and NBA-themed ringtones.

“As always, we are interested in bringing more value to our customers and business partners, so we saw a great opportunity in this partnership with the NBA, which is spectacular news for the fans”. “The NBA is a premium brand all around the world, so considering our operational territories, this is a great opportunity for both companies.” “Considering the constant rise in viewer preferences around the world and the great show the athletes put on, we hope to continue to expand our reach” said Binbit Chairman Antoni Muntaner. He also added “When people think of mobile entertainment we want them to think of Binbit.”

“NBA fans are among the most passionate and knowledgeable basketball fans in the world, and we are thrilled to bring them additional ways to enjoy NBA content through this new partnership with Binbit,” said NBA Senior Vice President, Global Media Distribution & Business Operations Matthew Brabants. “Binbit is a leading developer of mobile content, and their extensive reach will give our fans the opportunity to experience the excitement of the NBA in more ways than ever before.”

Binbit not only provides services to end users, it also provides services to media groups and mobile network operators (content providers and technological partners).

The territories included in the NBA partnership are Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Bolivia, Ecuador, Chile, Paraguay, Argentina, Uruguay, Dominican Republic, Venezuela, Poland, Portugal, Russia, Croatia, Serbia, Macedonia, Cyprus, Thailand, Singapore, Malaysia, India and Bangladesh. Binbit additionally offers mobile entertainment services in countries including Kenya, Nigeria, South Africa, Tanzania, Brazil, United States, Bangladesh, Hong Kong, Papua New Guinea, Philippines, Sri Lanka, Taiwan, Spain, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, United Arab Emirates, Australia and New Zealand.

**About Binbit**

Binbit is a leader in value-added solutions for mobile operators. Founded in 2005 in México, Binbit is a group that has experienced strong growth thanks to its ability to adapt to different markets and its slim structure. Binbit has agreements with over 100 carriers worldwide, all of them leaders in mobile services, which altogether have more than one billion users to whom Binbit can offer its services. The Company has established strong partnerships with high quality content providers. Binbit’s current portfolio includes exclusive deals with renowned brands as FC Barcelona, Real Madrid CF, Maxim and others. For more information on Binbit, their NBA content or on subscribing for content be sure to visit [http://www.binbitgroup.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.binbitgroup.com_&d=CwMFaQ&c=YYrawzBzzQ5Dj1FwyrpTdA&r=uRiRTtzdGvsM2cVQbU13cpSOE7L3bNtZ4KY_p1TMEXk&m=ovTDFytRwMAJmQ4TVNB7mOvrmGluHCBv35CkubC-YEY&s=pJEg7eDWhyVAo78UqzOoJzviwtzQuJFyOj1LFD9OIBs&e=).

**About the NBA**

The NBA is a global sports and media business built around three professional sports leagues: the National Basketball Association, the Women’s National Basketball Association, and the NBA Development League.  The league has established a major international presence with games and programming in 215 countries and territories in 49 languages, and NBA merchandise for sale in more than 125,000 stores in 100 countries on 6 continents.  NBA rosters at the start of the 2015-16 season featured 100 international players from 37 countries and territories.  NBA Digital’s assets include [NBA.com](http://nba.com/) and the NBA app, which achieved record traffic during the 2014-15 season, as well as NBA TV.  The NBA has created one of the largest social media communities in the world, with nearly one billion likes and followers globally across all league, team, and player platforms.  Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

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