



FOR IMMEDIATE RELEASE

**NBA and Tyson Visit Houston as part of “Es tu Cancha (It’s Your Court)”
Program**

Houston Rockets join efforts to help tackle growing incidence of obesity in Latino children

MIAMI, FL (September 7, 2006) – NBA en Español, the National Basketball Association’s U.S. Hispanic initiative, and Tyson Foods, the world’s largest processor and marketer of chicken, beef and pork, announced today the ground breaking of a basketball court in Houston, the final to be refurbished as part of the joint U.S. Hispanic initiative that will renovate a total of five courts across the U.S. in 2006. Using basketball as a vehicle to promote physical activity, the program also targets the growing incidence of childhood obesity, which disproportionately affects Latino youth in comparison to non-Hispanic adolescents. Prior to visiting Houston, the program made its way to New York, San Antonio, Chicago and Miami.

The basketball court at the DeZavala Community Center, to be fully restored by the start of the 2006-07 NBA season, will mark the tenth refurbishment in the NBA’s overall initiative to provide Latino kids and families with a safe and attractive place to be active, and the fifth as part of the league’s and Tyson’s joint renovation efforts in 2006. During the event in Houston, Tyson Foods will be donating 36,000 pounds of protein through America’s Second Harvest to serve underprivileged local families and provide them with better access to a well-balanced nutrition this summer.

“It is extremely important for us to generate awareness about the prevalence of childhood obesity among Hispanic/Latino children in the United States,” said Clyde Drexler, NBA Legend and former Houston Rockets player. “We look forward to utilizing this initiative to encourage Latino kids across the nation to get up and get moving in a local environment that is both safe and fun.”

Since the 1970s, the percentage of overweight kids and adolescents in the United States has more than doubled, disproportionately affecting certain minority youth populations. Nearly one of four Latino children in the United States is overweight. Generally caused by a lack of physical activity, unhealthy eating patterns, or a combination of the two, obesity in adulthood increases the risk of Type II diabetes, high blood pressure, high cholesterol, asthma, arthritis and a general poor health status.

“We are proud to partner with the NBA in its vital effort to raise awareness of the importance of physical activity and sound nutrition to neighborhoods like this one,” said Libby Lawson, Tyson Foods VP Media & Community Relations. “This court will serve not only as a safe place for these kids to play, but also as a center for learning about the power of a well-balanced diet including protein.”

A healthy lifestyle is one of the key ingredients in an individual’s well being. In fact, health is conducive to high self-esteem, which ultimately maximizes a child’s full potential. Research also



shows that inactive children are more likely to become inactive adults. Incorporating a healthy lifestyle during childhood helps promote improved health in adult life. Programs like “Es tu Cancha (It’s Your Court)” provide local families with a better understanding about the importance of combining a healthy diet with regular physical activity.

“The Parks Department shares the NBA’s and Tyson Foods’ commitment to combating childhood obesity and inactivity,” said Joe Turner, Director of the Houston Parks and Recreation Department. “We are thankful to both for this effort to restore our court at DeZavala. We know it will help encourage children to become active and remain active so they can lead healthier lives now and when they become adults.”

The ground breaking ceremony at the DeZavala Community Center will feature a variety of activities including the participation of NBA Legend and former Houston player, Clyde Drexler, the Rockets’ Spanish announcer Adrian Chavarria, and the Houston Rockets’ interactive inflatable basketball park. Kids from surrounding Hispanic neighborhoods will also participate in the event’s basketball activities, along with city officials who will join local families in “Es tu Cancha (It’s Your Court)” festivities.

About NBA en Español

The NBA’s U.S. Hispanic initiative, NBA en Español, is committed to the U.S. Hispanic community and truly understands the needs and interests of this audience. From its corporate employees to its players, the NBA has dedicated professionals in every section of its organization catering to this important segment. NBA en Español’s efforts comprise several different components – each one focused on reaching Latino fans through different vehicles and stages of life –entertainment, sports, business, fashion and education – on and off-line. Programs like Read-to-Achieve, Noche Latina, NBA.com/Español (www.nba.com/espanol), Esquina Latina and Es tu Cancha initiative allow us to communicate directly with Latinos, serve their communities and provide them with a unique Spanish-language NBA experience. With 16 Hispanic players, 11 teams in the top 10 U.S. Hispanic markets and one of the fastest growing Hispanic fan bases in U.S. professional sports – more than 67% of Hispanics are fans – NBA en Español is a leader in U.S. Hispanic sports marketing and community involvement.

About Tyson Foods

Tyson Foods, Inc. [NYSE: TSN], founded in 1935 with headquarters in Springdale, Arkansas, is the world’s largest processor and marketer of chicken, beef, and pork, the second-largest food company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products, which are marketed under the “Powered by Tyson™” strategy. Tyson is the recognized market leader in the retail and foodservice markets it serves, providing products and service to customers throughout the United States and more than 80 countries. The company has approximately 110,000 Team Members employed at more than 300 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, Tyson strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it.

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