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***THE CONTINENTAL BASKETBALL ASSOCIATION AND CONVERGE
ENTERTAINMENT PRESENT BALLIN' & BEATS***

*-- CELEBRITIES IN MUSIC AND BASKETBALL JOIN FORCES TO SUPPORT THE BOYS &
GIRLS CLUBS OF LAS VEGAS --*

August 27, 2007, New York, NY – On Saturday, September 8th from 12PM-5PM, The Continental Basketball Association (CBA), Converge Entertainment and the 2007 MTV Video Music Awards bring *Ballin' & Beats* to Las Vegas. The first annual *Ballin' & Beats* is a charitable event designed to foster community support and outreach during the most anticipated music event of the year. The event features a life and basketball clinic and 3-on-3 basketball tournament led by the CBA, as well as a concert to benefit The Boys & Girls Clubs of Las Vegas.

The day's festivities will include a roundtable discussion titled, "Kids Q&A" with panelists former NFL Quarterback **Jay Fiedler** and 6X NBA all star, Phoenix Suns' **Grant Hill**. Afterwards, the attendees will attend four workshop sessions with such topics as: Teamwork, Perseverance, Self Confidence and a DJ Tutorial with guest speakers, multi platinum pop stars **Nelly Furtado, Eve and Ne-Yo**. These workshops will assist in increasing motivational and leadership traits using the sport of basketball and music.

The 3-on-3 Basketball tournament will be led by CBA professionals and coaches allowing fans and celebrities to compete against one another for awards and prizes. On the turntables, **DJ Rob Dinero** and **DJ Toomb** will entertain the audience throughout the day.

FLX from MTV Jams will host the concert finale with performances by Japan's legendary **DJ Honda**, emerging forces in hip hop **PM, Saukrates** and VMA nominees for "Monster Single of the Year", **Shop Boyz**, who top the pop charts in 2007 with their break out hit "Party Like A Rock Star".

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“Most people attend the VMA’s for an incredible awards show and amazing parties. However, we want to encourage celebrities to donate some time and energy towards helping local children who could benefit immensely from their stories and more importantly their secret to success. We are excited about working with the Boys & Girls Clubs of Las Vegas and MTV on what will be one of the most exciting events for 400 deserving kids”, says founder of Converge Entertainment and former NFL standout quarterback Jay Fiedler.

Ballin' & Beats is sponsored by Plus 1 Music Group, Hill Ventures, Trinity SEG/Converge Entertainment, Chris Smith Management, Universal Republic Records, Power 105.1FM (NYC) and DJ Honda Apparel.

About the Continental Basketball Association:

The Continental Basketball Association (CBA) was founded in April 1946. The league espouses the philosophy of promoting family-friendly, community-based, fun and affordable professional basketball with a mixed blend of quality entertainment that’s unparalleled in today’s professional sports. The CBA is committed to making a positive impact in our communities as we seek partnerships with corporate, non-profit and community-based organizations to help our families, neighbors and children in need.

About MTV:

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world’s leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, NTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of which are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services. The network also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

About the Boys & Girls Clubs of Las Vegas:

The mission of the Boys & Girls Clubs of Las Vegas is to provide opportunities for young people to learn the skills necessary for happy, healthy and successful lives and to become responsible members of society. Boys & Girls Clubs of Las Vegas serves more than 21,000 youth ages 5-18 in twelve facilities throughout the Valley. Known as “The Positive Place for Kids”, the Clubs’ full-time professional staff emphasizes character and leadership development, education and career development, health and life skills, the arts, sports, fitness and recreation. For more information, log onto www.bqclv.org

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