NBA Unveils New Logo and Game Dates for Emirates NBA Cup 2024

ESPN to Reveal Group Play Draw Tomorrow at 7 p.m. ET

Second Emirates NBA Cup Tips Off with Group Play Games From Nov. 12 Through Dec. 3

T-Mobile Arena in Las Vegas to Host Semifinals (Dec. 14) and Championship (Dec. 17)

NEW YORK (July 11, 2024)– The National Basketball Association (NBA) today unveiled the new logo for the Emirates NBA Cup and announced the game dates for the second annual in-season competition, which will tip off on Tuesday, Nov. 12 in NBA team markets and culminate at T-Mobile Arena in Las Vegas hosting both the Semifinals on Saturday, Dec. 14 and the Championship on Tuesday, Dec. 17.

The Emirates NBA Cup logo celebrates the league's new global marketing partnership with Emirates,as announced in February. The logo features an image of the championship trophy to signify the highest level of achievement in the Emirates NBA Cup and includes Emirates' branding to mark the newly renamed tournament.

For the Emirates NBA Cup 2024, all 30 NBA teams will be randomly drawn into groups of five within their conference based on win-loss records from the 2023-24 regular season. The six groups will be unveiled by ESPN tomorrow (Friday, July 12) at 7 p.m. ET on *NBA Today: Emirates NBA Cup Group Reveal,*which will be followed on the network by an NBA 2K25 Summer League 2024 doubleheader as the Houston Rockets face the Los Angeles Lakers (7:30 p.m. ET) and the Atlanta Hawks meet the Washington Wizards (9:30 p.m. ET). Indiana Pacers center Myles Turner, who played in the Championship of the 2023 in-season tournament, New Orleans Pelicans guard CJ McCollum and Oklahoma City Thunder forward-center Chet Holmgren will be featured on the group reveal show.

Group Play games in the Emirates NBA Cup will take place on "Cup Nights" across four Tuesdays (Nov. 12, 19 and 26 and Dec. 3) and three Fridays (Nov. 15, 22 and 29), with each team playing one game against each of the four opponents in its group. The single-elimination Knockout Rounds will begin with the Quarterfinals on Tuesday, Dec. 10 and Wednesday, Dec. 11 in NBA team markets, followed by the Semifinals and Championship at T-Mobile Arena for the second year in a row.

NBA Experiences premium offerings for the semifinal games and championship game in Las Vegas are available now at NBAExperiences.com/cup. For these neutral site games, NBA ID members will have access to a ticket presale from Tuesday, July 30 to Wednesday, July 31, and general tickets will go on sale to the public once the Group Play schedule is announced in August. NBA ID, the league's global membership program, is free to join here.

Like last season's inaugural in-season tournament, the Emirates NBA Cup 2024 will have two stages: Group Play for all 30 NBA teams and the Knockout Rounds for the eight teams that advance out of Group Play (the three group winners and one wild card in each conference).

The 22 teams that do not qualify for the Quarterfinals will each be assigned two regular-season games (one home game and one road game) that will be played on Thursday, Dec. 12 or Friday, Dec. 13 and Sunday, Dec. 15 or Monday Dec. 16. The losing teams in the Quarterfinals in each conference will play each other in a regular-season game on Dec. 12, 13, 15 or 16.

For more information about the Emirates NBA Cup 2024, visitNBA.com/nbacup or the NBA App.

About Emirates
Emirates is an award-winning international airline with a global footprint across six continents, connecting passengers and facilitating global trade to and through its modern hub, Dubai to over 140 destinations. The airline operates one of the most modern and efficient aircraft fleet comprised of spacious and comfortable Airbus A380 and Boeing 777 aircraft and has won numerous accolades for excellence across its operations.

For more information visit: www.emirates.com.

About the NBA
The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues: the NBA, WNBA, NBA G League, NBA 2K League and Basketball Africa League, the NBA has established a major international presence with games and programming available in 214 countries and territories in 60 languages, and merchandise for sale in more than 200 countries and territories on all seven continents. NBA rosters at the start of the 2023-24 season featured a record 125 international players from 40 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with more than 2.3 billion likes and followers globally across all leagues, team and player platforms. NBA Cares, the NBA's global social responsibility platform, partners with renowned community-based organizations around the world to address important social issues in the

areas of education, inclusion, youth and family development, and health and wellness.

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