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Team Announces Multi-Year Partnership "Cleveland Cavaliers presented by Discount Drug Mart"

Ohio-Based Chain the "Official Drugstore of the Cavaliers"

The Cleveland Cavaliers and Discount Drug Mart have signed a multi-year agreement that names the Ohio-based drugstore chain as the presenting partner for the Cavaliers beginning in the 2013-14 season. **The "Cleveland Cavaliers presented by Discount Drug Mart"** entitlement represents a comprehensive and dynamic partnership between the Cavs and the locally-owned and operated drugstore chain that will be omnipresent during the regular NBA season.

As the new presenting partner and "Official Drugstore of the Cavaliers," the agreement extends an on-going relationship with the Cavs organization. Drug Mart will celebrate its new relationship with fans by



offering a special ticket promotion for three preseason games at Quicken Loans Arena in October.

The announcement was made at the 28th Annual Cavaliers Youth Fund Golf Classic held at Firestone Country Club in Akron, Ohio on Monday, September 23rd. Cavs majority owner Dan Gilbert, CEO Len Komoroski and GM Chris Grant, together with Discount Drug Mart's COO Doug Boodjeh, Sr. VP of Marketing Dave Baytosh and VP of Advertising David Bergman unveiled the **"Cleveland Cavaliers presented by Discount Drug Mart"** logo to announce the partnership. Cavs forward #13 Tristan Thompson then presented the Drug Mart VIPs with their own #13 Cavs "Discount Drug Mart" jerseys.

"The season presenter is a very important partnership that will attach Discount Drug Mart's name to our logo and brand for multiple years," said Kerry Bubolz, Cavs president of business operations. "In addition to the benefits of this entitlement, we are proud and fortunate to team up with a local company who we already enjoy a valued relationship with and shares the same philosophies on how we serve our fans, customers and community."

Discount Drug Mart opened its first store in Elyria, Ohio in 1969 and since then has established 72 stores in over 20 counties across Ohio including Dayton, Columbus and Cincinnati. The chain takes pride in its customer service, quality products and low discount pricing. Equally important are the company's charitable, community and education-related fundraising activities.

"As the excitement builds around the Cavaliers upcoming season, Discount Drug Mart is thrilled to be a part of the team's promising future and all the great experiences ahead for Cavs fans and our customers," said Doug Boodjeh, Discount Drug Mart COO. "As presenting partner and the 'Official Drugstore of the Cavaliers,' we are excited about the new opportunities it creates to enhance our presence in the marketplace and community. It's a great partnership and we are ready to get this season started!"

In 2008, Discount Drug Mart began its relationship with the Cavaliers organization across three of its properties that include the AHL Lake Erie Monsters and Quicken Loans Arena. In addition to being the exclusive retail outlet to purchase tickets to all Quicken Loans Arena events, Drug Mart will have full marketing integration with the Monsters during the 2013-14 season and the designation as the "Official Drugstore of the Monsters."

Drug Mart's new presenting partnership, its first with a professional Cleveland sports team, represents a heightened engagement with the Cavs that will take the previous relationship to a deeper level of activation. Discount Drug Mart brand messaging will be integrated into Cavaliers marketing campaigns and promotional materials, advertising in Cavaliers game broadcasts on radio and TV, in-arena signage, on the team website cavs.com and social and digital media.

The partnership also provides for enhanced promotional traffic drivers into Drug Mart's retail outlets to support its Pro Points customer rewards program. First up, a special offer for Drug Mart customers using their Courtesy Plus card with the purchase of two (2) 8-pack 12 oz. bottles of Pepsi products to receive four (4) free tickets to one of three Cavs preseason games hosted at Quicken Loans Arena on October 8th (vs. Milwaukee), 17th (vs. Detroit) and 19th (vs. Indiana).

