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OVERTIME

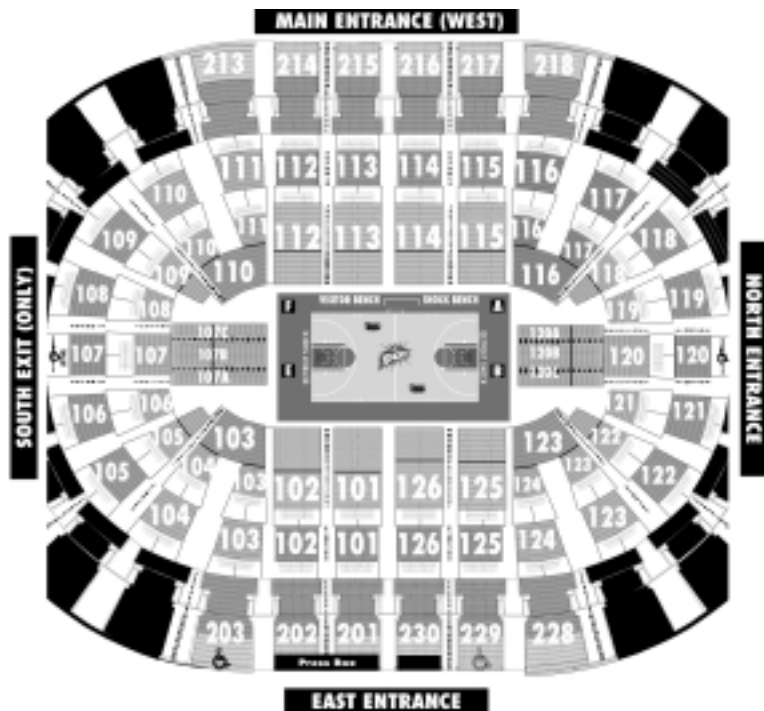


- CAPACITY:** Basketball - 22,076 (11,268 Shock Sell-Out)
Hockey - 20,804
Concert, Family Shows - 6,000 to 23,000 depending on configuration.
- NUMBER OF EVENTS:** An annual average of 250
- PROFESSIONAL TEAMS:** Detroit Pistons (NBA)
Detroit Shock (WNBA)
Detroit Fury (AFL)
- ACREAGE:** The Palace sits on 61.1 acres (2,662,717 square feet) and was cited by conservationists for its work in preserving natural wetlands areas throughout the property during the building's construction in 1988.
- OVERALL BUILDING AREA:** 570,000 square feet
- ATRIUM ADDITION:** 100,000 square-foot addition opened September 13, 1996
- HEIGHT:** 117 feet
- DIAMETER:** 550 feet
- SUITES:** 180, some as close as 16 rows from the floor; a trend started with The Palace's construction that is widely copied in nearly every arena built today.

- The Palace's air conditioning system is powerful enough to cool 500 single-family homes or turn one million gallons of water into ice.
- There are more than 300 miles of electrical wiring at The Palace.
- The Palace has more than 8,400 parking spaces on site.
- Enough concrete was used in constructing The Palace to pave a two-lane highway 23 miles long.

Seating Configuration

Detroit Sports Broadcasters Association



CALL 248-377-0100 FOR TICKET INFORMATION OR LOG ONTO WWW.DETROITSHOCK.COM

DETROIT SPORTS BROADCASTERS ASSOCIATION:

WDFN-AM: Tom Balog, George Blaha, Jon Bloom, Matt Dery, Marti Martin, Jamie Samuelsen, Mike Stone, Bob Wojnowski.

WXYZ-AM & WWJ-AM: Jim Brandstatter, Mark Champion, Dan Dickerson, Sonny Eliot, Gus Ganakas, Gregg Henson, Larry Henry, Ken Kal, Art Regner.

WJR-AM: Jim Brandstatter, Fred Heumann, Tom Mazawey.

WTKA-AM: Al Fellhauer, Jim Hunt, Jim Stark.

WLQV-AM: Vito LoPiccolo, Jon Yinger.

WKAR-AM: Earle Robinson.

WMIC-AM & WTVG-FM: George Benko, Robert Benko.

WKRK-FM: Rob Parker.

WOMC-FM: Tom Ryan.

WCSX-FM: Jim Johnson.

WEMU-FM: John Fountain.

WPHS-FM: Jennifer Stanczyk.

WSDP-FM: Bill Keith.

CBS Sportsline: Dan Wetzell.

Michigan Talk Radio: Rob Otto.

MCW Communications:
Richard Curbelo, Dennis Davidson,
Terry Moore, Larry Watson,
Kurt Schneider, Paul Schneider.

Fox Sports Net: Mark Champion, Jim Brandstatter, Ken Daniels, Mario Impemba, Fred Pletsch, Shireen Saski, Trevor Thompson, Mickey York.

WKBD-TV & WWJ-TV:
George Blaha, Toby Cunningham, Ken Daniels, Ray Lane, Rob Parker.

WXYZ-TV: Richard Curbelo, Dan Gallagher, Lisa Kotarac.

WJBK-TV: Dan Miller, Jennifer Hammond, Woody Woodruffe.

ESPN/ESPN2: John Cwikla, Terry Williams.

WCS-TV: Candise Watts.

WLNS-TV: Fred Heumann.
Comcast: Amy Otto, Rob Otto, Jim Stark.

OTHERS: Ron Angel, Tom Balog, Dave Chamberlain, William Davis, Matt Dobek, George Eichorn, Ben Eriksson, Dave Frisco, Chuck Garfien, Kevin Grigg, Phil Guastella, Scott Harrison, Ernie Harwell, Jim Hendrick, Rich Kincaide, Tom Kippen, Budd Lynch, Jerry Millen, Jason Miller, Scott Morganroth, Jack Riggs, Dennis Sampier, Paul Scurlock, Brandon Tierney, Bob Tripi, Mark Unger, Dana Wkijj, Linley Wartenburg, Carol Yerby, Dan York, Mike O'Hara/WJR AM760

OFFICERS:

Jim Brandstatter (President)
Jim Stark (Vice President)
George Eichorn (Secretary)
Vito LoPiccolo (Treasurer)
Bill Harrington (Sergeant-at-Arms),
Ken Kal (Immediate Past President)



WNBA/Shock Community Relations

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Palace Sports and Entertainment is dedicated to enriching the lives of our communities' youth and families through our unique resources, teamwork, and goodwill. The department also directs the Pistons-Palace Foundation, the organization's charitable vehicle that has donated grants to organizations that offer programs, addressing issues of athletics, health and fitness, culture and arts, education, and personal and professional development.

Since the department's inception in 1989, the staff has developed and implemented programs that address specific community needs, especially those affecting youth. By providing opportunities for young people to build self-esteem, develop leadership skills, and learn the importance of cooperation, the Shock equip them with the skills needed to make the right choices and help ensure a better future for our youth, our community, and our world.

The Detroit Shock reaches out to fans of all ages in the community. In the six years since the league began, Shock players and coaches have made over 1,000 community appearances and are active in both local and national community service initiatives.



Astou Ndiaya-Diatta gets serious about reading with students during a Reading Time-Out.

DETROIT SHOCK READ TO ACHIEVE

WNBA Read to Achieve is a year-round, league-wide initiative that promotes the value of reading and online literacy and encourages adults to read regularly with young children. The Detroit Shock is committed to developing a life-long love of reading among children. Supported by Reading is Fundamental and Scholastic, Inc., The Detroit Shock Read to Achieve initiative promotes reading efforts through school and community appearances throughout the year.

THE DETROIT SHOCK ALL-STAR READING TEAM

Government officials, community leaders, school dignitaries, and members of the media join the entire Detroit Shock squad, coaches, family members and front office staff as members of the Detroit Shock All-Star Reading Team. Our stellar membership includes State of Michigan Governor Jennifer Granholm, and Senator Debbie Stabenow, and Detroit First Lady Carlita Kilpatrick.

READING TIME-OUTS

Our players, coaches, and All-Stars took time to share the love of reading with over 1,000 students at Reading Time-Out events throughout Southeastern Michigan during the first year of the program.

During the season, the Shock celebrated Mother's Day with students from the Flint Public School district. They shared stories about mothers and helped students make Mother's Day cards to bring home.



Barbara Farris and Astou Ndiaya-Diatta read to students at the Detroit Zoo.

Head Coach Bill Laimbeer and the entire Shock squad were joined by members of the All-Star Reading Team to read animal-themed books and stories with children from the Detroit Police Athletic League at the Detroit Zoo. The Shock distribute gift bags to the students in attendance including books, t-shirts, game tickets, bookmarks, and stickers to take home and share with their families.

DETROIT SHOCK "STEPS TO SUCCESS" PRESENTED BY NATIONAL CITY BANK

The Steps to Success program provides young women an opportunity to discuss pressing issues with positive female role models in an open forum. The program emphasizes strategies for young women to make positive choices and incorporate a positive value system in their lives. The forums consist of approximately 100-200 young female teens discussing issues that are pertinent to success, and the social and economic barriers that may arise while realizing their goals. Shock



players, metro Detroit community leaders, government officials, and media personalities serve as panelists and moderators.

In its inaugural year, Steps to Success Forums' participants included young women from Detroit Northern High School, the Police Athletic League, VIP Mentoring, and Alternatives for Girls who participated in panel discussions. The topics included: setting and

reaching goals, women in the workforce, self-image, careers, and time management. Shock players, joined by media personalities and community leaders serve as panelists and moderators.



Shock panelists address the audience at the Police Athletic League

BREAST HEALTH AWARENESS

The WNBA Breast Health Awareness program focuses on increasing public awareness about the importance of early detection of breast cancer. The centerpiece of the Breast Health Awareness program is a pink and white ball specially created by the WNBA to symbolize the fight against breast cancer.



The Breast Health Awareness program is supported through awareness nights in all 14 WNBA arenas and the designation of a local Breast Health Hero. Breast Health information is distributed to attendees during awareness nights, and a Breast Health Awareness public service announcement, which will air on nationally televised games and in-arena.

JR. NBA/JR. WNBA

The Jr. NBA/Jr. WNBA, presented by Gatorade and Nike, serves established recreational youth basketball leagues through support programs for players, coaches, parents and officials. Jr. NBA/Jr. WNBA programs emphasize fundamental skill development, teamwork, sportsmanship, and positive adult participation with the goal of providing a fun and rewarding youth basketball experience where young players can create a bond with the game while also learning what it takes



*Coach Steve demonstrates dribbling with a camper.
For more information regarding the 2003 Detroit Pistons
Training Camp Tour please call (248) 377-8653*

to be successful away from the court. As part of the Jr. NBA/Jr. WNBA initiative, coach Bill Laimbeer, along with assistant coaches Pamela McGee and Laurie Byrd and Shock Forward Astou Ndiaye-Diatta hosted a Shock Jr. WNBA Coaches Clinic at the Palace of Auburn Hills in November. Swin Cash and Elaine Powell have also made numerous appearances to league member teams throughout the off-season months.

SHOCK STUDENT-FOR-A-DAY

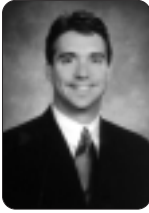
Shock guard and Flint Native Deanna Nolan launched the Shock Student-for-A-Day program during the 2001-2002 WNBA off-season to emphasize the importance of education to students at all levels, by utilizing professional athletes as role models. This program enables Shock players to attend a partial school day with students and teachers, to share the value of education. Shock players have visited over 45 schools throughout southeastern Michigan to share their personal stories of success, and how education has played a critical role in achieving these successes.

SHOCK PLAYERS IN THE COMMUNITY

Shock players remain extremely active locally and nationally during the off-season months. Swin Cash and Elaine Powell both served as the 2002-2003 off-season community relations players participating in many Pistons Read to Achieve events, school and community events, and clinics.



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MATT SHEPARD BROADCASTER

Matt Shepard enters his fifth season of broadcasting duties with the WNBA Detroit Shock. A familiar voice around the Detroit area for more than 11 years, Shepard will handle the radio and television duties for the team.

Shepard is a versatile radio and television veteran, who has won two Michigan Association of Broadcasters "Best Radio Sportscast" awards. He has worked with Fox Sports Net for six years and worked on the Emmy-Award winning special "A Tribute to Tiger Stadium." He has also worked on numerous projects that range from Detroit Pistons Pregame, to Lions Weekly, to Detroit Tigers Pregame. He handles a host of other play-by-play duties including CCHA Hockey, as well as college and high school football and basketball. Shepard also serves as a sports anchor and talk show host for WDFN AM 1130 in Detroit and earlier this year was selected to call football for NFL Europe.

In addition to his broadcast duties, Shepard is an active member of the community on behalf of both the Shock and Pistons. He speaks to schools and writes a regular feature posted on www.detroitshock.com titled "Shepard's Scoop." A native of Michigan, Shepard continues to realize his life-long dream as a play-by-play announcer with his wife of 12-years, Lisa, and three active sons (Chad 11, Sean 8, Scott 5).



JOANNE P. MCCALLIE TV COLOR ANALYST

Joining Shepard on all Fox Sports Net telecasts for her first season broadcasting the Shock is Michigan State University Women's Basketball Head Coach Joanne P. McCallie. After three years at MSU, McCallie is on track to turn MSU into an elite women's program after guiding the 2002-03 Spartans to a 17-12 overall record and its first NCAA Tournament appearance since 1997, as MSU earned a No. 8 seed in the East Regional. McCallie, whose three-year record at MSU stands at 46-43, has a career record of 213-116 in 11 seasons as a head coach.

A native of Brunswick, Maine, McCallie arrived at MSU after spending eight years as the head coach at the University of Maine. McCallie, then Palombo, played her collegiate basketball at Northwestern from 1984-87. She graduated from Northwestern in 1987 with a degree in political science and earned a master's degree in business administration from Auburn in 1990. Joanne and her husband, John McCallie, Ph.D., have a nine-year-old daughter, Madeline (Maddie), and a three-year-old son, John Wyatt (Jack).



MATT DERY BROADCASTER

Matt Dery enters his sixth season of broadcasting fill-in duties with the WNBA Detroit Shock and Palace Sports & Entertainment. Aside from his broadcasting duties with the Shock, Dery is also the radio voice of the University of Detroit Mercy Titans men's basketball on WDFN AM 1130 and WXDX AM 1310 and is the pre-game, halftime, and post-game host on the NBA Detroit Pistons Radio Network. Dery has worked with WDFN "The Fan" for the past seven years as the station's sports director and afternoon update anchor. Showcasing a well-rounded broadcasting resume, Dery's versatility includes fill-in play-by-play for Pistons radio and TV, AFL Detroit Fury radio, and IHL Detroit Vipers telecasts. He has also served as host for Michigan State University football games during the 2000 college season on the Spartan Radio Network and the first three years on the Motor City Bowl Radio Network.

Dery is a 1995 graduate of Syracuse University. A native of Cleveland, Ohio, Dery is married to wife Lisa. The couple have a two-year old son (Jace) and reside in metro Detroit.



LISA LISA PUBLIC ADDRESS ANNOUNCER

Lisa Lisa enters her sixth season as public address announcer for the WNBA's Detroit Shock and Palace Sports & Entertainment. If not court-side at a Shock home game calling all of the "Summertime Hoops" excitement, fans can find Lisa Lisa on the dial at 93.1 DRQ where the 18-year radio veteran began her career at WDRQ in the early 1980's. Lisa Lisa keeps the Motor City movin' every afternoon at 'DRQ, hosting the Afternoon Drive slot from 3-7 p.m. Lisa Lisa frequently features Shock player interviews, as well as the 4 Play at 4 Countdown, the Drive at Five, the Mini-Mix at 6 on Fridays, listener interaction, requests, and tons of fun to wrap up the day with the best mix of today's hit music!

A University of Michigan and University of Detroit Law School graduate, Lisa Lisa has a reputation for being tied into the vibe of the city as she can be found DJ-ing at various nightclubs or attending countless community events. Lisa Lisa is a native of Detroit and remains a resident in the metro Detroit community.



ZAP SHOCK MASCOT

Used to spending time in the outback of Australia, ZAP had a life changing moment in the spring of 1998. While resting among the aborigines, this wild dingo was mysteriously zapped up into the air by electrical shock waves and brought through electrical currents to The Palace of Auburn Hills. Not knowing what he would do, ZAP soon learned that he would be adopted by the WNBA's Detroit Shock as the team mascot and made his debut in the franchise's first game, June 13, 1998. Since then, ZAP has taken to the idea of entertaining fans and is entering his sixth year with the Shock.

Over 1,000 years old, ZAP performs at every Shock home game, while following in the organization's commitment to the community by performing at birthday parties, parades, and other public or private events in the community. Raised by tribesmen back in Australia, ZAP learned many magical powers while he spent his days and nights in the outback. And while the Shock hope to perform magic on the court, ZAP has vowed to put smiles on the faces of everyone he meets.

ZAP has had a busy five years with the Shock. He performed at the WNBA's inaugural 1999 All-Star game in New York, as well as the 2000 NBA All-Star weekend in Oakland, Calif., the 1999 NBA Hall of Fame Game in Hartford, Conn. and even earning a video clip at the 2000 ESPY Awards. During his tenure with the Shock, this dingo has performed with Tyra Banks, Kid Rock, and was even knocked out by Indiana Pacer guard Reggie Miller.

When not performing, ZAP enjoys hanging out with his Palace mascot friends, HOOPER of the Pistons and FRENZY of the Fury. His hobbies include watching the Crocodile Hunter, ESPN, the Discovery Channel and reruns of Captain Kangaroo. His favorite foods include shrimp-on-the-barbie, steak, nachos and popcorn.

ZAP enjoys being the official mascot for the Detroit Shock and wants to thank The Palace of Auburn Hills and the Shock for making him part of the family.

FOR MORE INFORMATION ON HOW YOU CAN HAVE ZAP PROVIDE ELECTRICITY FOR YOUR EVENT, CALL HIS CARETAKER AT (248) 377-8607.



SHOCKWAVE DANCE TEAM

The Detroit Shock's "Shockwave" Dance Team is one of the premier dance teams in the entire WNBA. This energetic, high-spirited interactive team entertains fans throughout the team's summer season. Performing high-energy, urban, hip-hop routines, this coed group adds excitement and enthusiasm to every 2003 Shock home game played at the Palace of Auburn Hills.

The 28-member team consists of teenage girls and boys ages 10-19. Not only can the team be seen spirit leading on the sidelines of each game, this coed group has the unique talent of performing choreographed dance routines at timeouts and entertaining Shock fans with balloon animals and interactive court games and promotions. Now in their sixth WNBA season, interest in "Shockwave" continues to grow across the state of Michigan. As ambassadors of the Shock, the "Shockwave" can also be seen throughout the community at charity events. The dancers join the Shock players, coaches, and business team to develop community programs and are passionate about impacting the lives of children throughout metro Detroit. These highly skilled dancers and talented group of teens have become role models on and off the court.

2003 Shockwave Dance Team:

Shavon B., Samantha C., Lauren C., Shawna C., Jenna C., Courtney D., Brittany E., Rachel E., Triston F., Jennifer F., Ashlee G., Adrian H., Louis J., Timothy J., Jason L., Coryn M., Paisley M., Alessandra M., Charity N., Natalie P., Lajolia R., Qenton R., Chelsey S., Tabitha S., Lauren S., Treasure T., Kelsey V., Ashley W., Stefanie W.

Dance Team Director:

Rebecca Girard

FOR APPEARANCE INFORMATION, CONTACT "SHOCKWAVE" DANCE TEAM DIRECTOR REBECCA GIRARD AT 248-377-0100.

WNBA Alignment Map



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