



NEWS RELEASE

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LOS ANGELES SPARKS PARTNER WITH THE "I HAVE A DREAM" FOUNDATION - LA TO LAUNCH "I HAVE A DREAM" ESSAY CONTEST

The Los Angeles Sparks, in partnership with the "I Have A Dream Foundation" Los Angeles, will honor and celebrate Martin Luther King Jr. Day by inviting kids to reflect on the importance of Dr. King's teachings by entering the Sparks "I Have A Dream" Essay Contest.

The "I Have A Dream" Essay Contest is open to elementary, middle and high school students. To enter the essay contest, kids should log on to www.lasparks.com to submit an essay of 500 words or less describing what MLK Day means to them and how Dr. King's teachings can be applied today. The top three submissions in each category will receive four (4) lower-level tickets to the 2010 season opener at STAPLES Center, exclusive access to the Sparks bench during warm-ups and a Sparks prize pack. All entries for the Sparks "I Have A Dream" Essay Contest must be received by 11:59pm PT on Friday, January 15th.

"We're very excited to partner with the "I Have A Dream" Foundation of Los Angeles to recognize and celebrate a great man in our history," said Sparks President Kristin Bernert. "It's important to us as an organization to focus on education and literacy in our communities and by holding this essay contest we're able to continue that effort."

The Sparks "I Have A Dream" Essay Contest begins today and runs until 11:59pm PT on Friday, January 15th. The top three selections in each division will also be posted online at www.lasparks.com and www.ihadla.org. For more information on the Sparks "I Have A Dream" Essay Contest, visit www.lasparks.com or call 213-929-1328.

If you haven't already renewed your season tickets, it isn't too late. For more information on Sparks season ticket packages or how you can secure your seat, call 1-877-44-SPARKS or e-mail tickets@la-sparks.com.

About the "I Have A Dream" Foundation - Los Angeles

Founded in 1987, the "I Have A Dream Foundation"-Los Angeles has helped nearly 900 Dreamers in the Los Angeles area graduate from high school and prepared for college and careers. The program adopts the entire first grade at a low-performing school in an economically disadvantaged area and provides these same children a 12-year program of academic support and enrichment, social/emotional development, college and career preparation, parental and family involvement and civic engagement. This long-term, comprehensive program has amazing results. In areas with high school graduation rates as low as 35%, over 80% of Dreamers graduate on time and over 60% go on to college. It currently has twelfth grade Dreamers in Pasadena, ninth grade Dreamers in Boyle Heights and third and fourth grade Dreamers in Inglewood.

About the Los Angeles Sparks

The Los Angeles Sparks are entering their 14th season in the Women's National Basketball Association. The Sparks are one of the five original teams still operating in the WNBA. In December 2006, the Sparks were purchased by a group of investors, led by Carla Christofferson and Kathy Goodman and they are one of six WNBA teams owned and operated independent of NBA teams. The Sparks became back-to-back WNBA Championships in 2001 & 2002. The Sparks 2010 season will be led by Head Coach Jennifer Gillom and a roster of star athletes including 2008 WNBA MVP & Rookie of the Year Candace Parker, All-Star DeLisha Milton-Jones, four-time

WNBA Champion Tina Thompson and 2004 WNBA Finals MVP Betty Lennox. The Sparks play their home games at STAPLES Center in the heart of downtown Los Angeles. For Sparks ticket information, call 1-877-44-SPARKS