

Media Contact: Stacey Reed  
Phone: (602) 840-8474  
Fax: (480) 968-7258  
Email: stacey@sportcourtofaz.com

## FOR IMMEDIATE RELEASE

August 21, 2006

Jim Fox

### *VALLEY BUSINESS KEEPING IT ALL IN THE FAMILY*

Phoenix, AZ - Embarking on its 30th year of operation, local valley business, Sport Court of Arizona, looks forward to expanding its horizon with new products, welcoming new members to its team, and continuing to serve valley families with unique backyard fun and recreation.

Sport Court of Arizona has been building basketball courts, tennis courts, multi-purpose courts, putting greens, and synthetic lawns for valley families, celebrities and commercial facilities since 1978.

“Sport Court of Arizona built my first court more than 13 years ago; as a professional athlete and father of three, I wanted my children to grow up playing on the best equipment available—that’s why Sport Court is again the choice for our family,” said Jeff Hornacek, former Phoenix Sun and NBA All-star.

Being a former 10-year NBA player and an original member of the first Phoenix Sun’s team, Fox embraced Arizona as his permanent stomping grounds nearly 40 years ago. As the original Sport Court of Arizona founder, Fox is proud to have his two sons, Mike and Jimmy, who grew up with Sport Court, as his permanent wing men.

“It’s amazing,” Fox said. “Not only do I get to have my boys run the business with me, but I have found that many kids who grew up with Sport Court so many years ago are now getting Game Courts for their own families.”

Being named the #1 2005 Residential Distributorship in the international Sport Court organization based on sales, market penetration and product demand, it’s no surprise that Sport Court of Arizona has made a permanent imprint on this valley.

Sport Court seems to be on the cutting-edge of Game Court technology as it continues to update and improve its products to fit customers’ needs. In January 2005, Sport Court introduced its new non-abrasive Power Game surface, and in June 2006, it introduced its new line of skateboard equipment--proving it no longer just caters to ball-sports.

“Sport Court is the first of its kind to introduce this type of equipment for backyard entertainment,” said Ron Cerny, Sport Court International CEO. “We pay close attention to what children are doing these days and this equipment allows children to develop skills, have fun and still feel liberated...right in their own backyard.”

According to Fox, this is just the beginning of a lasting and successful family business. With the addition of two grandsons in the last couple years, Fox can see that the Sport Court business will be in good hands for years to come.

###