



Media Contacts:

Michael Lewellen

503-797-9679

michael.lewellen@trailblazers.com

Kevin Memolo, Finn Partners on behalf of Rank + Rally

312-329-3985

kevin.memolo@finnpartners.com

Portland Trail Blazers select Rank + Rally as retail partner to create branded team environments at Moda Center

Trail Blazers and Rank + Rally to create branded team retail environments including New Era shop and first in-arena Nike Team Shop

CHICAGO and PORTLAND (October 24, 2017) – The [Portland Trail Blazers](#) have selected sports and entertainment retailer [Rank + Rally](#) to bring the team’s brand look and feel to new product lines and retail destinations inside Moda Center this season. Together they will open the first exclusive in-arena Nike Team Shop, as well as a New Era-branded team environment. Rank + Rally will also operate Moda Center’s eight Rip City Clothing Co. team stores. Rank + Rally officially came on board September 1, 2017 with the vision to change the way fans express team loyalty from the stands to the streets.

“We have a fresh new look and feel this year, and wanted to deliver an evolved Trail Blazers approach to merchandise and the shopping spaces that evoke the team’s brand,” said Dewayne Hankins, Chief Marketing Officer for the Portland Trail Blazers and Rose Quarter. “Rank + Rally’s forward-thinking methods of incorporating analytics and other data-driven strategies makes them an idea retail partner for our franchise.”

“Portland’s influential sense of style, matched with its deep passion for the Trail Blazers, makes Moda Center the perfect setting to launch these innovative shopping experiences and incredible collection of team stores,” said Andy Lansing, President and CEO of Levy, Rank + Rally’s parent company. “This partnership with the Trail Blazers gives us another exciting opportunity to connect with fans in a new way and amplify the brand they love.”

2017-18 TRAIL BLAZERS SHOPPING HIGHLIGHTS

New Merchandise and Environments

- New gameday gear and lifestyle merchandise
 - New authentic Nike jerseys, including NIKEconnect technology, which allows fans to access real-time, personalized experiences through their smartphone
 - New lifestyle-driven player warm-up apparel
- Two redesigned, co-branded retail environments
 - Nike Team Shop at Rip City: The first standalone 885-square-foot Nike team branded shop in an NBA arena

- New Era | Rip City Clothing Co.: An official 155-square-foot New Era branded space carrying a wide collection of Blazers gear
- Both stores will be open every home game when doors open to guests
- Eight Rip City Clothing Co. locations throughout all levels of Moda Center will offer one of the widest collections of Blazers merchandise, at more than 200 items, including Portland-designed and made gear
 - The main Rip City Clothing Co. store located at entry A6 will be open 11:00 a.m. to 4:00 p.m. PT, Monday-Friday
 - All other locations will be open every home game when doors open
- All renovated retail outlets showcase design elements inspired by the unique culture of Portland, the Northwest and the Veterans Memorial Coliseum, the Trail Blazers' original home

Retail Technology

- New technology adding customization and convenience
 - Two jersey customization kiosks in Rip City Clothing Co. store at entry A6
 - Reconfigured checkout and handheld POS systems to minimize wait time

Click [here](#) for a preview of the new branded Nike and New Era environments inside Moda Center, as well as a selection of new Trail Blazers gear.

Rank + Rally now partners with 12 major franchises and brands across the NBA, NFL, NHL, MLB and Major League Soccer. This marks their fourth NBA partnership.

ABOUT RANK + RALLY

We take loyalty from game time to all-the-time™.

Rank + Rally is the wholly-owned subsidiary of Levy, the premium sports and entertainment hospitality disruptor. The company launched in 2017 and handles every facet of retail operations for major professional teams, venue partners, and attractions, including product design and development, pricing and promotion planning, and store operations. Rank + Rally's partner roster includes franchises and venues across major sports and entertainment. For more information, visit us at www.rankandrally.com and follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

ABOUT THE PORTLAND TRAIL BLAZERS

Members of the National Basketball Association (NBA), the Portland Trail Blazers were founded in 1970 and purchased by Paul G. Allen in 1988. The team's rich heritage includes 33 playoff appearances, three trips to the NBA Finals, an NBA championship in 1977 and a commitment to community service and sustainability. The Trail Blazers are dedicated to positively impacting underserved kids and their families throughout Oregon and Southwest Washington where they live, learn and play. Portland is the first and only professional sports franchise to receive the prestigious National Points of Light Award for excellence in corporate and community service. The Trail Blazers home arena, the Moda Center, earned LEED Gold Recertification in 2015 after becoming the first existing professional sports venue in the world to receive LEED Gold status in 2010. The team is also one of the founding members of the Green Sports Alliance. For more information, visit www.trailblazers.com.

###