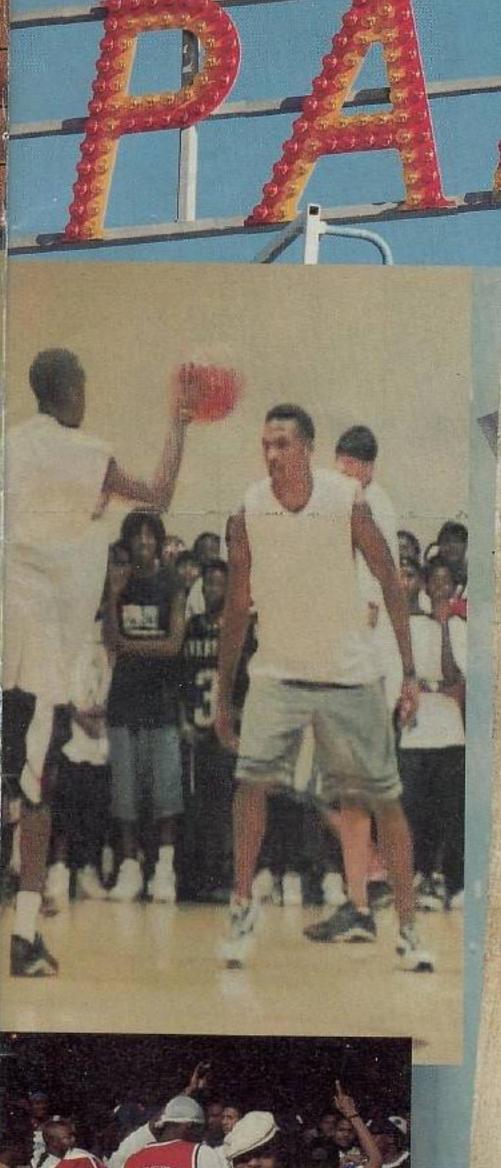
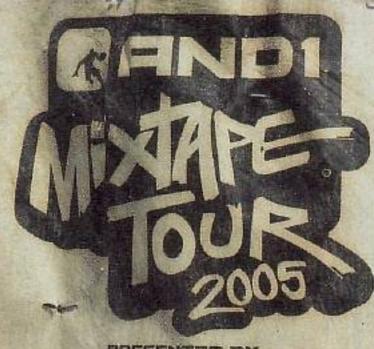
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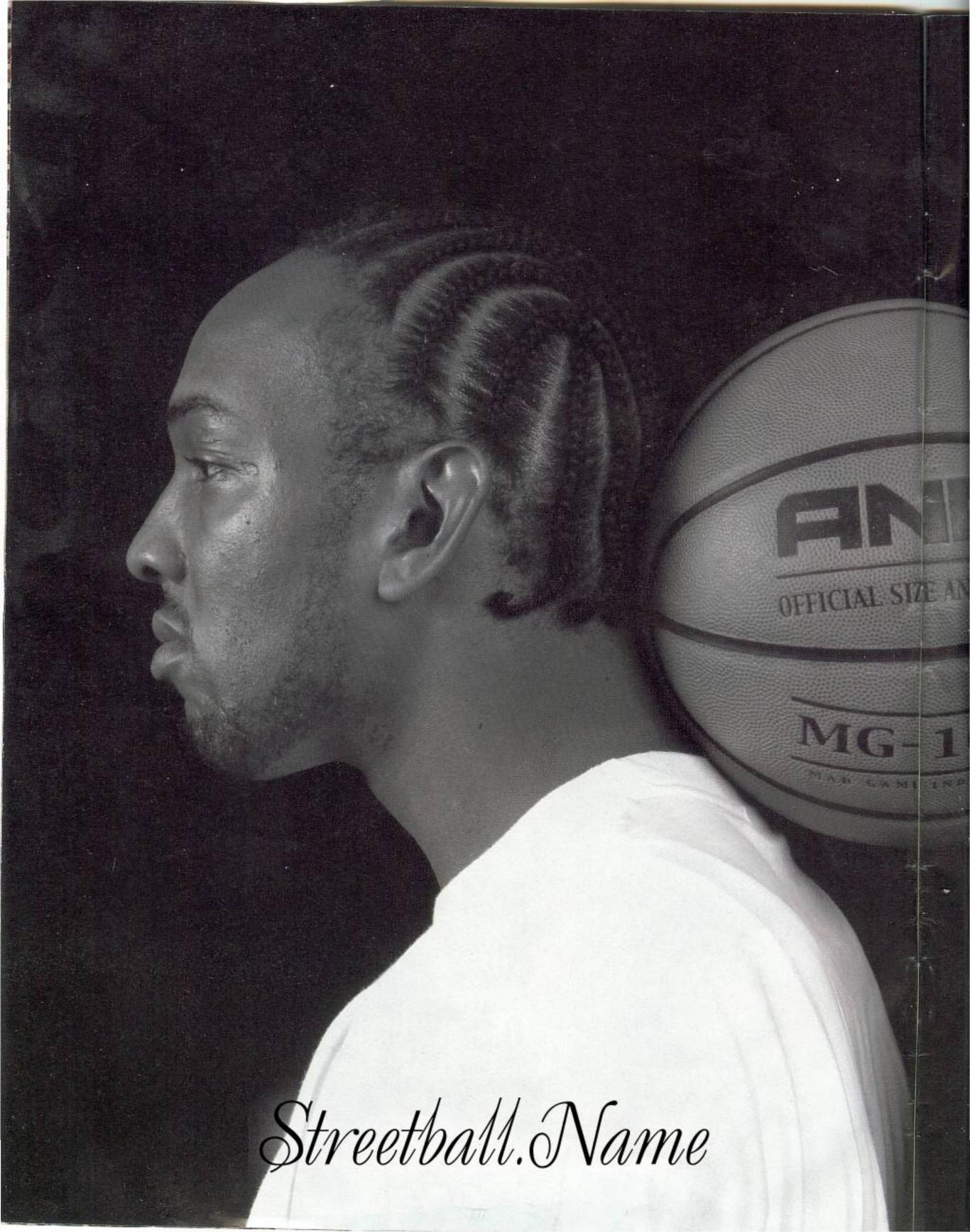
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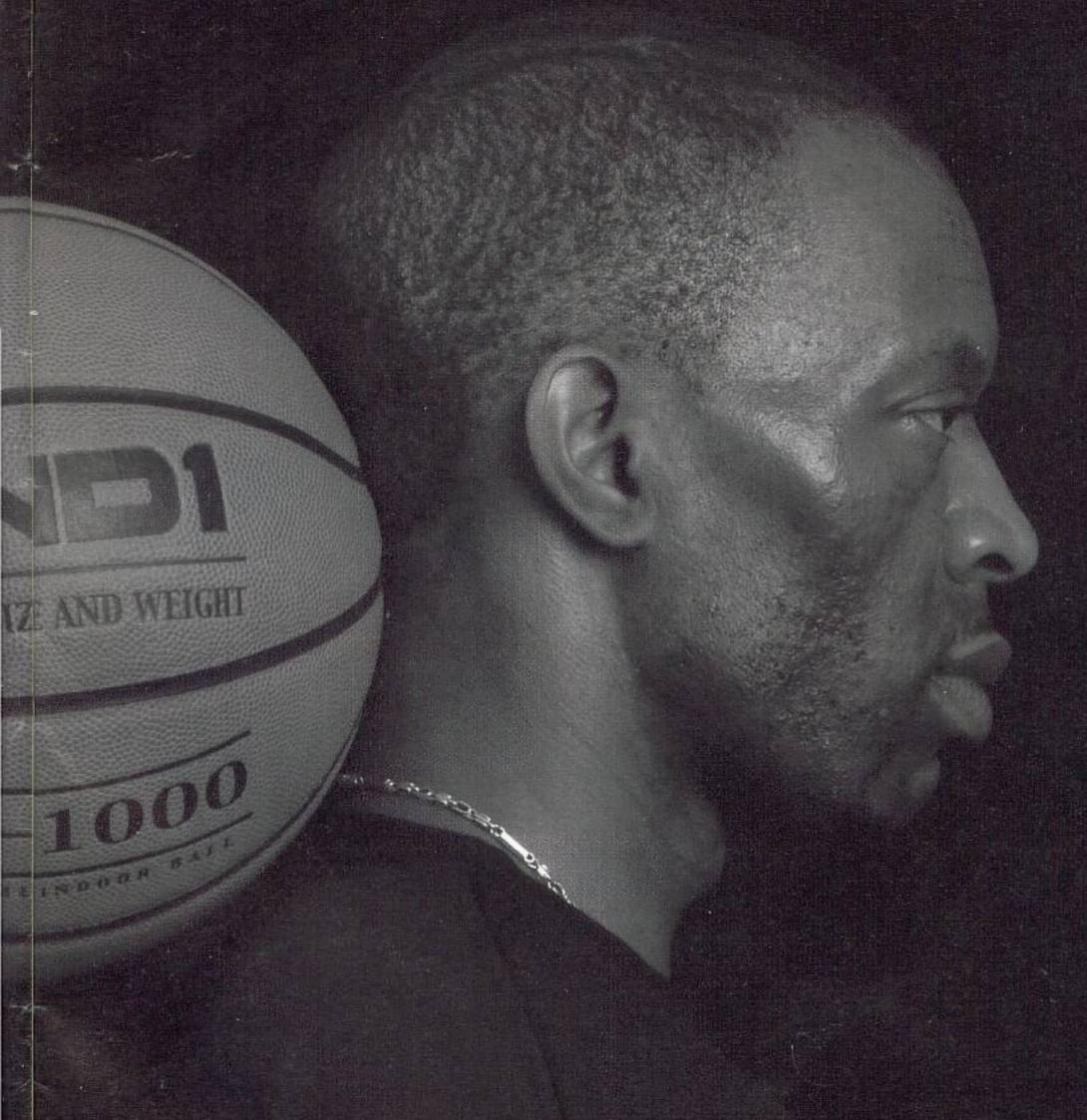
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WE SPEAK THE SAME LANGUAGE BUT DON'T EVER SAY IT'S THE SAME GAME.

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USARRY









Want to know about this year's squad. Here's the lowdown on the 2005 Mix Tape Tour ballers. BY MARC SPEARS

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from there, no one could've guessed. BY DL SAYLES >> 50. Back on the Block >> 52. DUKE TANGO Mix Tape Tour Voice. BY CHRIS PALMER >> 54. VIRTUAL TOUR Now every gamer can try to snatch it from Hot Sauce. BY JON ROBINSON >> 56. THE SOUNDTRACK The Beats are just as important as ball to the Tour's success. BY DL SAYLES

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60. AND 1 SHOWTIME The 2005 Tour shoe arrives. BY RETROKID >> 62. THE COLLECTION



MAIN EVENT

AO

PRIME OBJECTIVE

May not be suitable for those without game.

A DEW AND PRODUCTION PRESENTS STREETZIL







62005 MOUNTAIN DEW, MOUNTAIN DEW CODE RED AND MOUN

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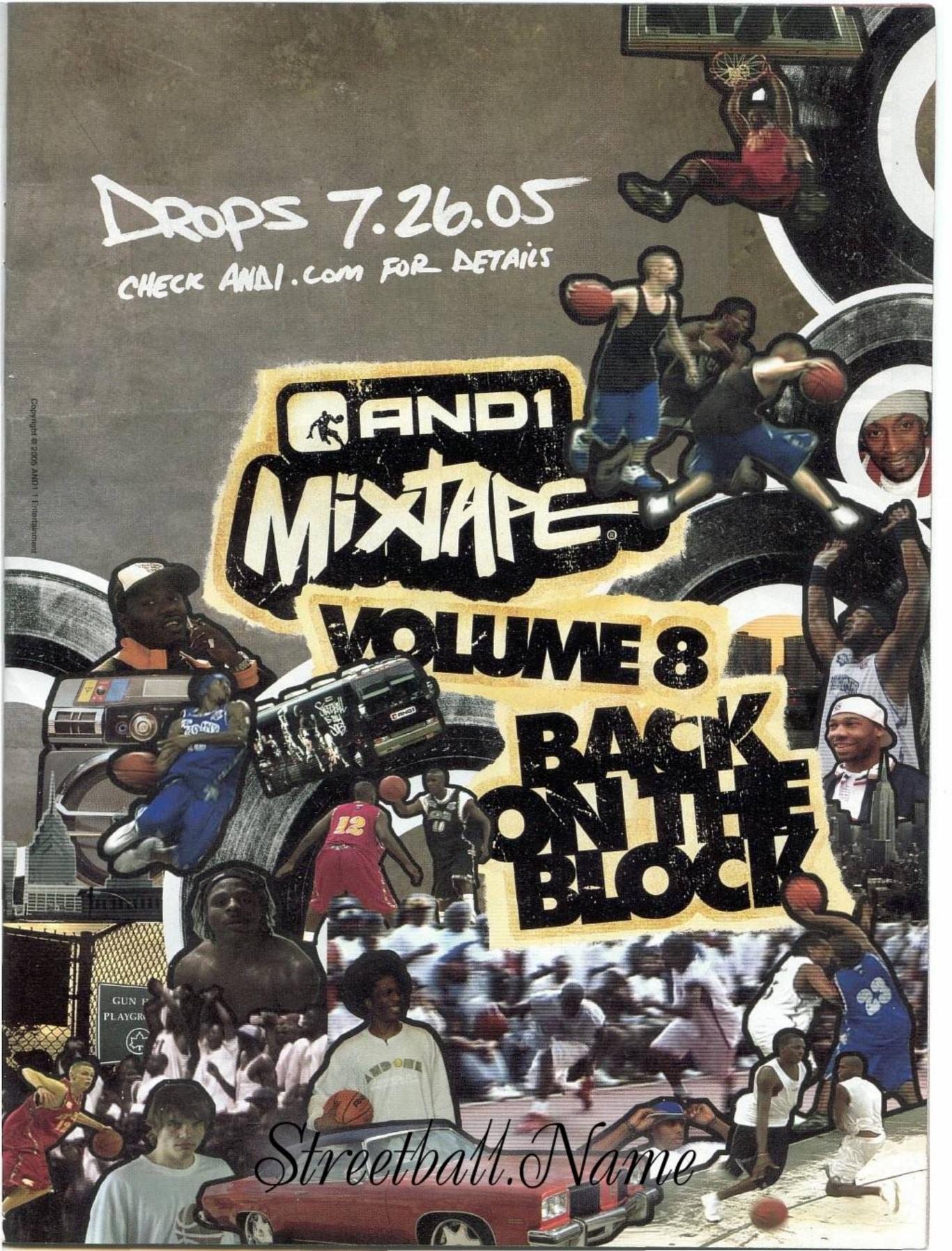
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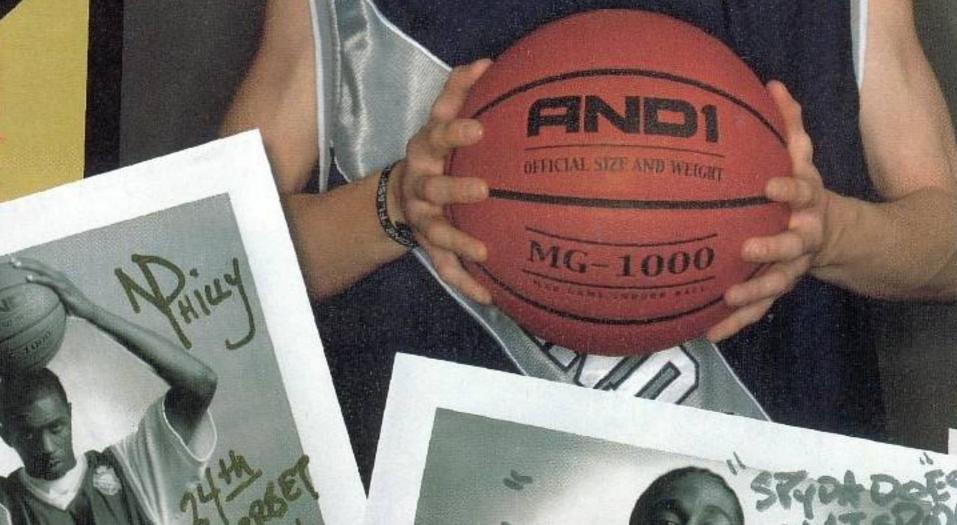
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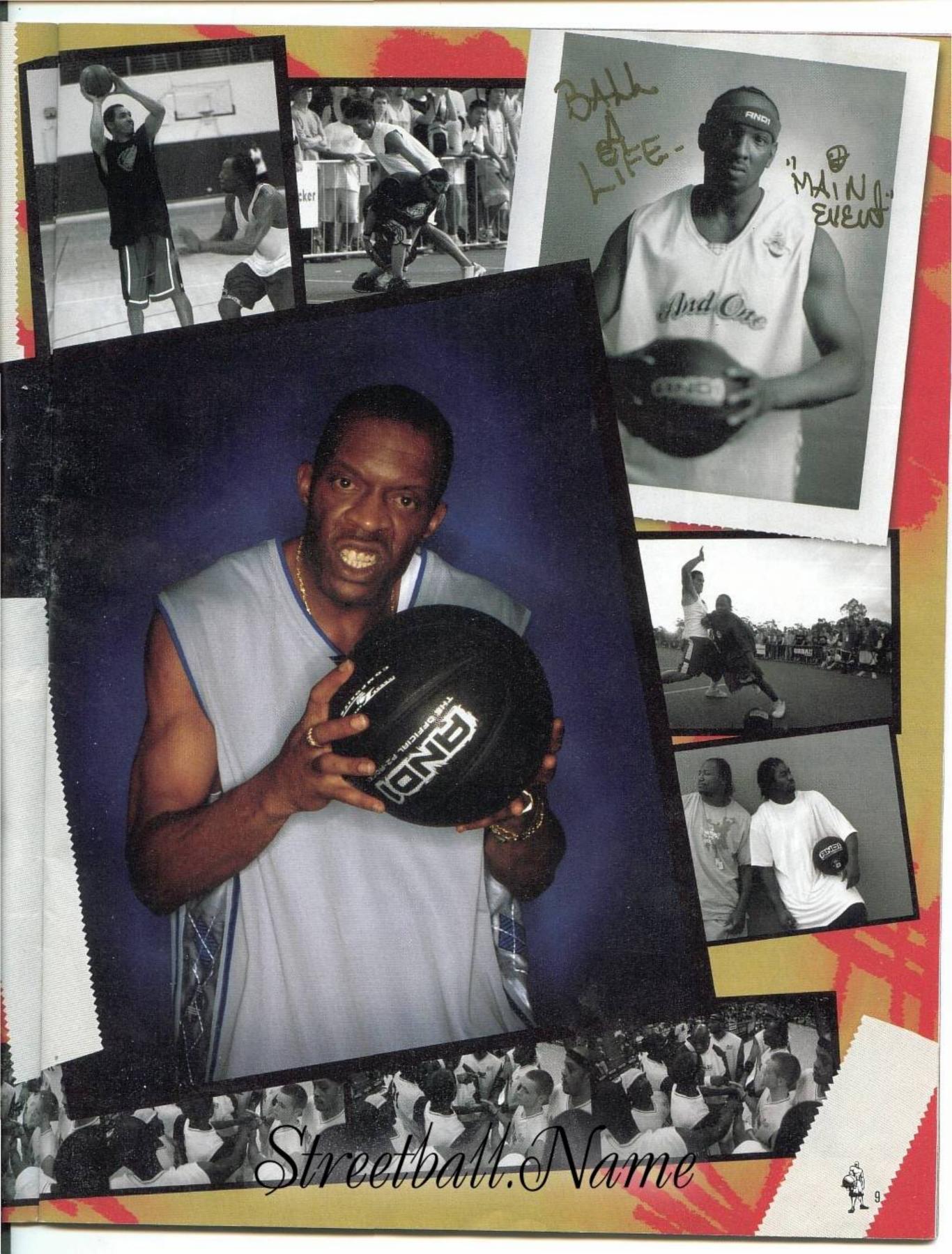
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COVER: JENNIFER POTTHEISER (3)

PAGES 2-4: JENNIFER POTTHEIGER (2): PAGES B-9: JENNIFER POTTHEIGER (6): KENY BARNES (4 ACTION), DONALD WEALLE M SEQUENCE): PAGE 10: JEMNIFER FOTTHEISER (A): PAGE 11: JEMNIFEN POTTHEISER (2 PORTRAIT), COWALD MIRALLE 1 WHITE JERSEY), KELLY BARNES (3) PAGES 12-13; DONALD WRALLE (3), COUNTERY OF AND 1 (3) WRALLE, PAGES 15: COURTESY OF AND 1 (5), DONALD WRALLE (1 MARY, PAGE 18: DONALD WRALLE (1 CENTER BOTTON), KELDY BARNES (3): PAGES 17-18: DONALD MIRALLE (2): PAGE 19: KELDY BARNES (6): PAGE 20: COURTEST AND 1 (1 TOP LEFT) JENNIFER POTTHEISER (3 PORTRAIT), DONALD MIRALLE (1 FIGHT); PAGE 21: JENNIFER POTTHEISER PAGE 22: DDMALD MIRALLE; PAGE 23: KELLY BARNES (5); PAGE 24: MICHELLE HOLD PHOTOGRAPHY: PAGE 25: KELLY BARNES (4): PAGE 26: KELLY BARNES (2). JEWWIER POTTHEISER (1) CENTER) DONALD MIRALLE (1) BOTTOM RIGHT): PAGE 27: JUNNEER POTTHEISER: PAGE 28: DONALD WIRALLE: PAGE 29: DONALD MIRALLE († 102 LEFT). KELLY BARNES (5)







AO

NAME: Aaron Owens HT: 6-3 WT: 165

AGE: 28

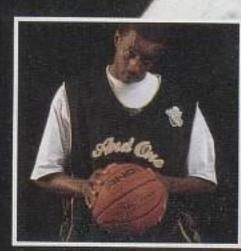
POSITION: Guard

HOMETOWN: North Philly

FAVORITE COURT: Connie Mack Court

at 22nd and Lehigh TOUR DEBUT: 2000







And Om

SIMON GRATZ HIGH SCHOOL IS KNOWN FOR RASHEED WALLACE, AARON MCKIE AND AARON OWENS. AARON OWENS? WELL, BACK IN THE DAY, OWENS ACTUALLY WASN'T WELL KNOWN. BUT NOW, HE'S KNOWN WORLDWIDE AS AO.

rior to making the NBA, Wallace and McKie were the stars on a loaded Gratz team in the early '90s. As for Owens, he rode the bench as a 5-foot-7 thirdstring point guard who once scored a career-best eight points.

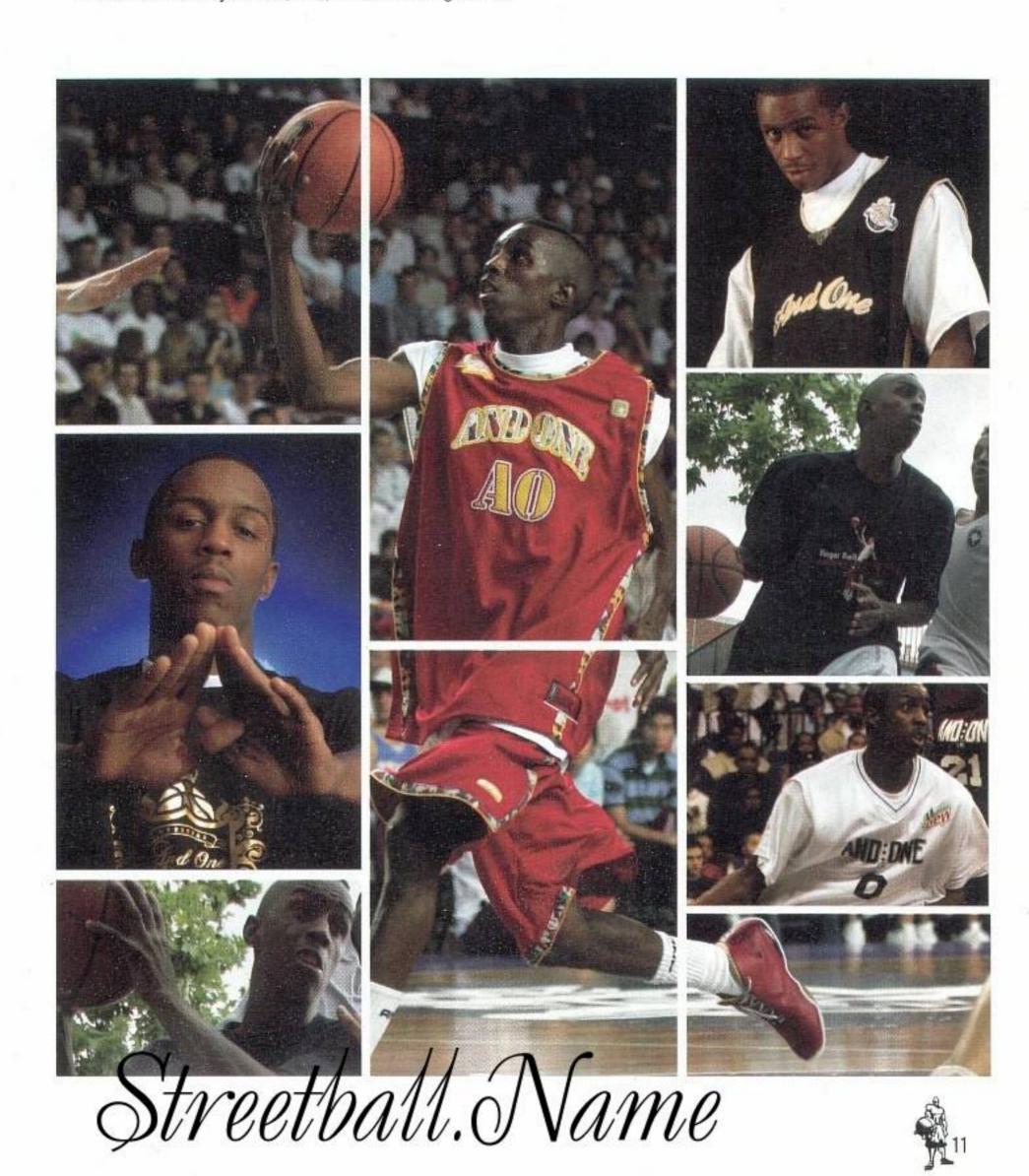
Although Owens didn't star at Gratzr, his Basketball Jones didn't die. After a season at Lackawanna Community College in Scranton, Penn., Owens transferred to Riverside Community College in California. He helped lead the Tigers to a California JUCO state final appearance as a sophomore while averaging 14.3 points and 8.1 assists.

The well-traveled Owens then went on to play a season at Division II Fort Hays State (Kan.), where he averaged 15.5

points and 5.1 assists as a junior. But after having a few problems with his coach, he transferred to Division II Henderson State (Ark.) and led the school to an Elite 8 NCAA Tournament appearance.

Impressed by AO's game and such signature moves as dribbling through foes legs and bouncing the ball off their foreheads, AND 1 inked him to a contract to join the original tour in 1999. AO has also played professionally in Israel and for NBDL Mobile, where he helped the Revelers win the '02-03 title.

No, basketball fans didn't know Owens back when he played for Gratz. But now, everyone knows the name AO.



SOMETIMES, A PERSON MIGHT PHYSICALLY OUTGROW A NICKNAME, BUT THE NICKNAME STILL WON'T GO AWAY.

AND 1 NEWCOMER BABY SHACK NEVER DID HIT THE HEIGHT OF HIS NAMESAKE, BUT JUST LIKE HE DID AS A KID, HE BRINGS A BIG MAN'S GAME EVERY TIME HE HITS THE FLOOR.

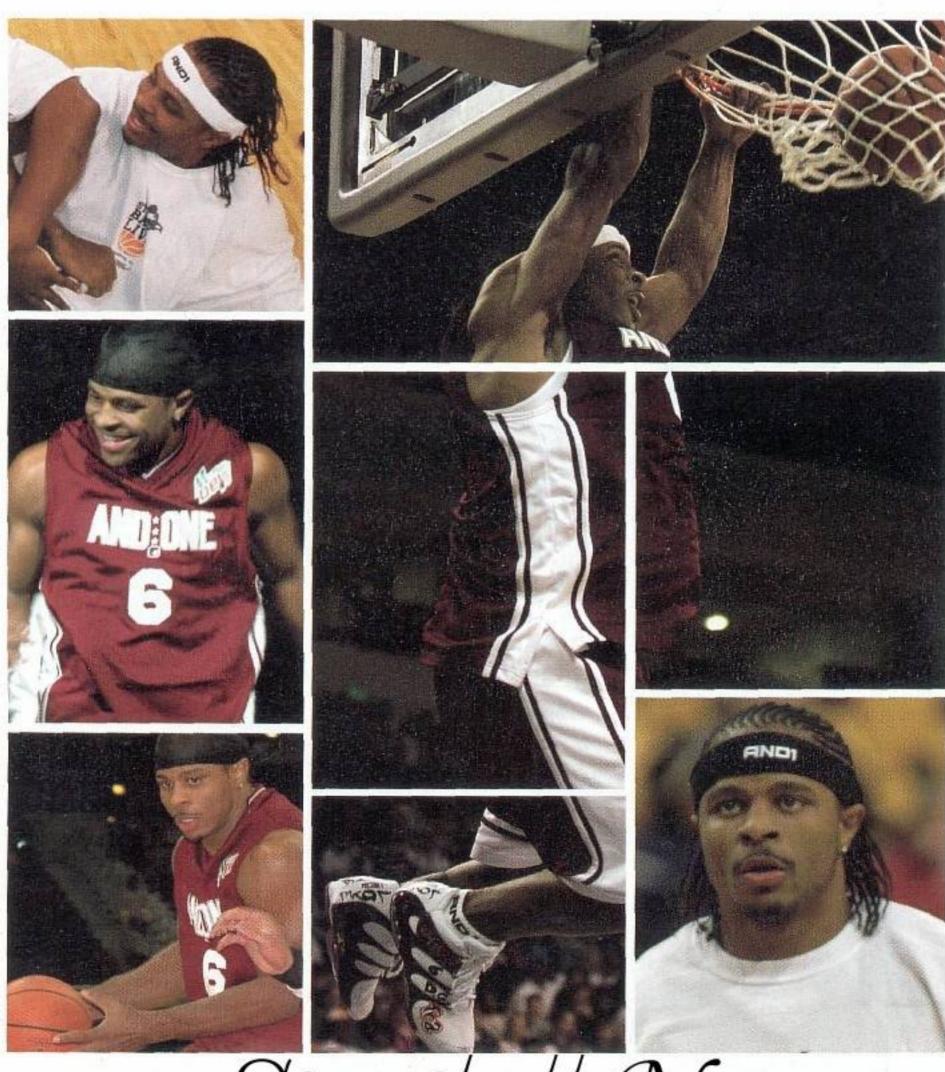
ack in junior high in Washington, D.C., Hugh Jones earned the nickname Baby Shack because he was grabbing all the rebounds while playing center. Now all grown up, Jones is a 6-foot-3, 230-pound guard. Basically, about a foot shorter and 100 pounds lighter than the real Shaq. But a nickname is a nickname, and this one stuck.

The D.C. native starred at Spring Garden High School and earned MVP honors of the 1998 DCIAA Conference All-Star Game, During the 2000-01 season, he played JUCO ball for The College of Southern Maryland, averaging 20 points and 10 boards. He also prised by the package it sometimes comes in.

copped MVP honors at D.C.'s prestigious Goodman League in 2003.

Baby Shack got respect from AND 1 by scoring 47 points in Raleigh in one of the final four contests he played in while on the 2004 Mix Tape Tour. He was signed to a contract on Nov. 19, 2004.

The real Shaq, who has peeped an AND 1 game previously, is known for being the most physically imposing player ever to step foot on a basketball floor. Baby Shack is known best for his all-around game. Similar name. Different game. But a nickname's a nickname - just don't be sur-







BABY SHACK

NAME: Hugh Jones HT: 6-3 WT: 230

AGE: 25

PIND

POSITION: Guard

HOMETOWN: Washington, D.C. FAVORITE COURT: Rucker TOUR DEBUT: 2004

Streetball. Name

PADI



ESCALADE

NAME: Troy Jackson Ht: 6-10 Wt: Ain't sayin'

AGE: 28

POSITION: Center

HOMETOWN: Jamaica Queens, NYC

FAVORITE COURT: OCP TOUR DEBUT: 2002

MG-1000



EVERY HOOPS TEAM NEEDS AN ANCHOR IN THE MIDDLE. THAT'S WHERE ESCALADE PARKS HIS CONSIDERABLE TALENT.

roy Jackson's older brother, Mark, was a former St. John's star. Mark also played in the NBA for 17 years, was an All-Star in his hometown of New York in 1998 and is second all-time on the league's assist list. But there was no sibling rivalry between Troy and Mark, just love for each other and basketball.

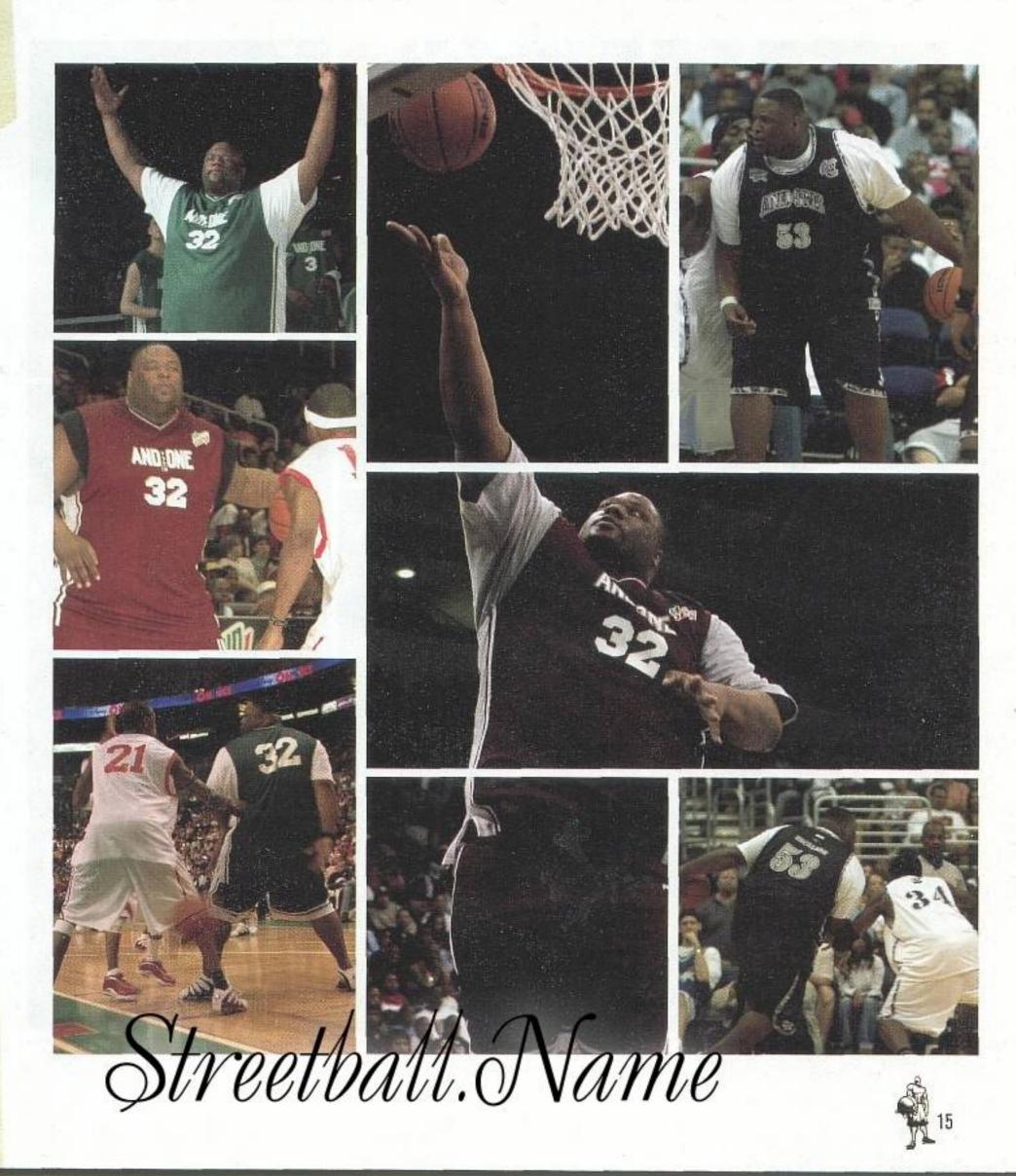
After getting a cold shoulder from St. John's, Troy went to George C. Wallace State Community College in Alabama. While Troy stood 6-10, he was grossly overweight at 560 pounds. After signing with Louisville, he dropped 200 pounds on a diet of turkey sandwiches, Caesar salads and fruit. Jackson and the Cardinals advanced to the Elite 8 in 1997.

Following his U of L days, Troy played professionally

with the Harlem Globetrotters (1998-2000), in the Dominican Republic (1998-2000), the IBL (2000), the IBA (2001) and China (2001). After being convinced by legend Skip To My Lou to play in the New York stop on the 2002 Mix Tape Tour, he opened eyes by dunking over High Octane.

Afterward, Escalade, who earned the nickname after plowing over an opponent like a SUV on the Rucker playground, was signed to an AND1 deal.

Troy's big body and bigger personality has made him one of the most popular AND1 players. And one day in New York, it became official that Escalade had got out of his proud brother's shadow, as he was the only one asked for an autograph when the two were together.



FORGET THE RAPPER WITH THE SIMILAR NAME. THAT DUDE MAY CLIMB THE CHARTS, BUT HE CAN'T FLY LIKE 50.

hile he was playing for IBA Rochester Skeeters in 1999, the debate was whether high-flying Robert Martin owned a 40- or 50-inch vertical. Martin was confident that he had the big ups.

But once New York street basketball legend Booger Smith got involved and decided that it was indeed 50, the score was settled and a nickname was born.

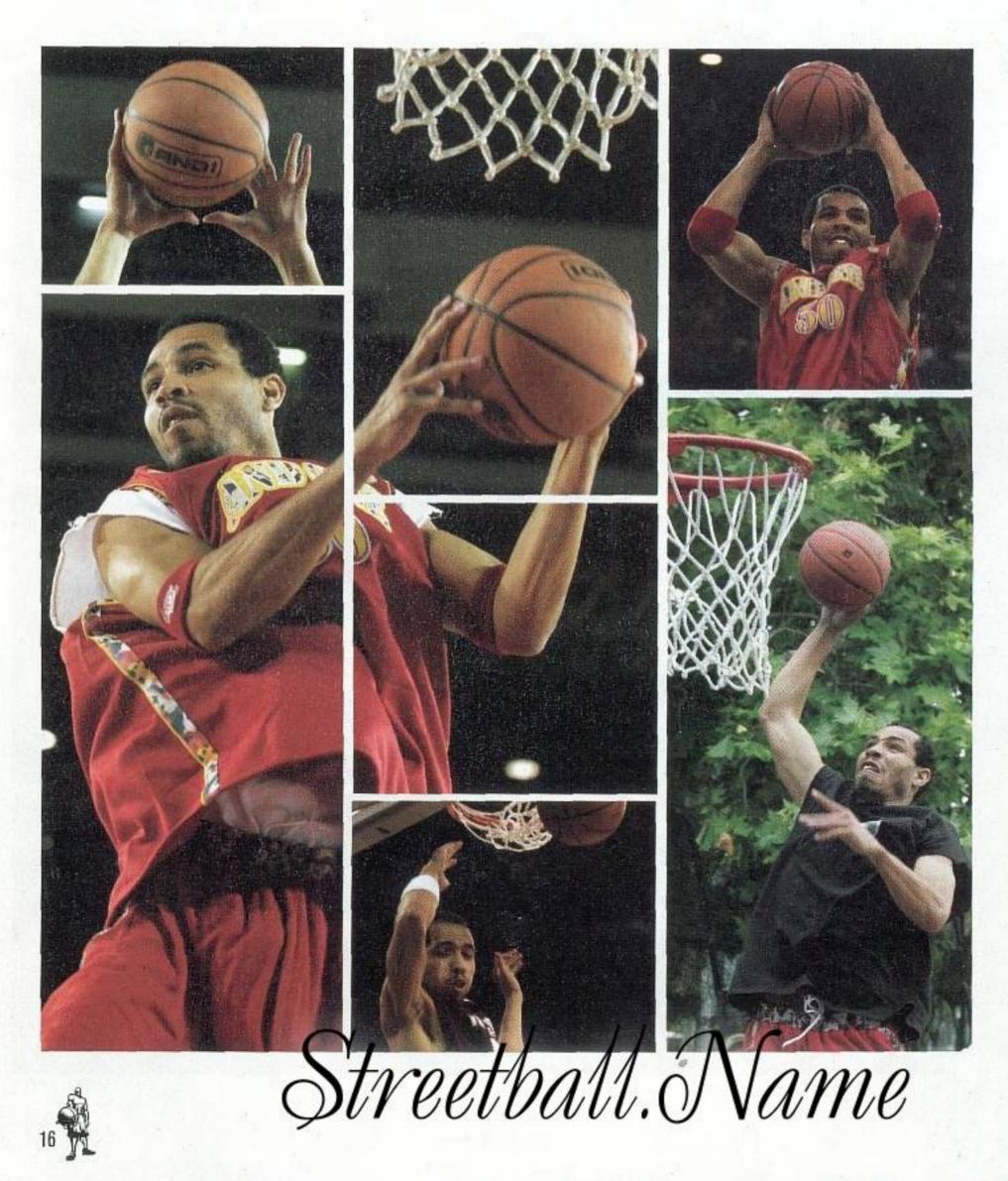
The Atlanta native first began making his a name while playing at High Point University (N.C) from 1993-95. It was there that he once earned Division II Player of the Week honors in January of 1995 and the basketball world started to take notice.

Once his High Point days ended, Martin began ballin' professionally in the American minor leagues and in Europe. He played for the USBL Atlanta Trojans, overseas in Luxembourg, IBA Rochester and for an exhibition crew called Team Georgia.

In Atlanta in 2001, Martin was convinced to stick around for an open-run tryout for AND 1 at the Run N' Shoot gym. Three-straight alley-oop slams raised eyebrows and 50 got the call for the AND 1 game at Morris Brown College.

After four games of watching 50 buzzing the crowd with his Kenyon Martin-like dunks, slams off the shot clock, blocks into the stands and his gold-toothed grin, AND 1 inked him to a contract in February 2002.

You ever want to locate 50 during an AND 1 game, just look up. He'll be the one scraping the rafters.



50

NAME: Robert Martin HT: 6-8 WT: 210

AGE: 31

POSITION: Forward HOMETOWN: Atlanta

FAVORITE COURT: Wherever there's

a game

TOUR DEBUT: 2001



GO GET IT

NAME: Tony Jones Ht: 6-7 Wt: 205

AGE: 24

POSITION: Forward

HOMETOWN: Chicago FAVORITE COURT: Lakefront

TOUR DEBUT: 2003





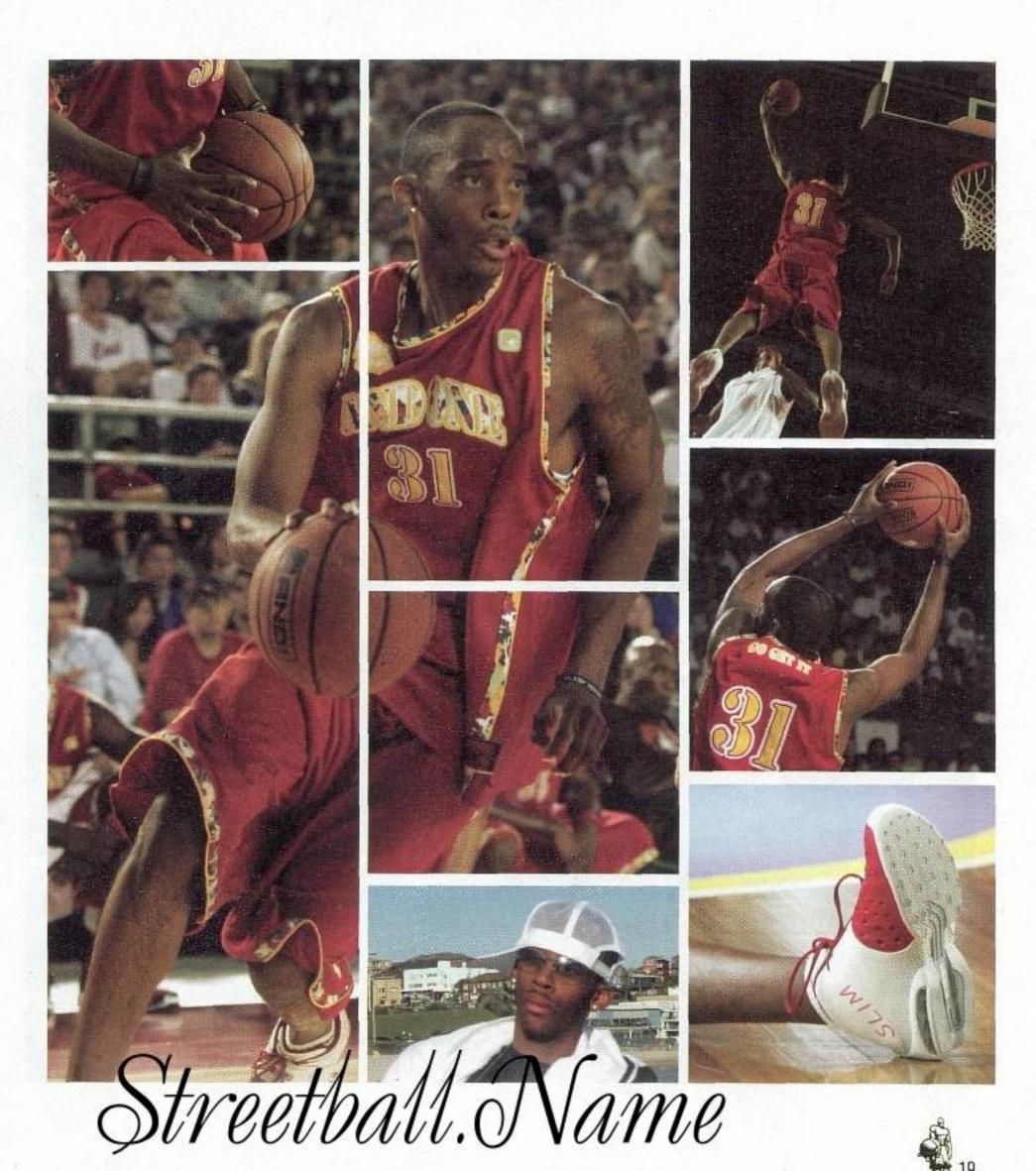
AND 1 MIX TAPE TOUR MC DUKE TANGO HAS PUT HIS STAMP OF APPROVAL ON SOME OF THE MOST LEGENDARY STREETBALL NICKNAMES.

BUT TONY JONES' SELF-PROCLAIMED ALIAS "GO GET IT" WAS SO GOOD THAT EVEN TANGO HIMSELF COULDN'T TOP IT.

ones' streetball roots come straight from his father, who was a legend back in the day in Chicago. By age seven, the younger Jones was already skilled with the rock. As a freshman at Chicago Vocational High School, he made the JV team and also ran track. But with his family fearful of the streets of Chicago, they bounced to Tempe, Ariz., when he was 15 years old.

Next stop was Marcus De Niza High School. During his senior year, De Niza made the state finals in hoops and lost just two games. After struggling with the SAT, Jones enrolled at Mesa Community College and averaged 12 points as a freshman. After an injury hurt his stock as a sophomore, he headed home to Chi-Town by way of Chicago State University. Jones played summer league ball for the Washington Wizards after C-State, but wasn't able to land a steady pro gig.

Following a plug from Spinmaster, Jones was signed to a six-game contract by AND 1 in the summer of 2003, including the tour finale in front of the folks in Phoenix. But with a need for some high-risers and fresh bodies because of injuries, "Got Get It" went and got it by copping a full contract from AND 1 by the time the tour hit the high desert of AZ.

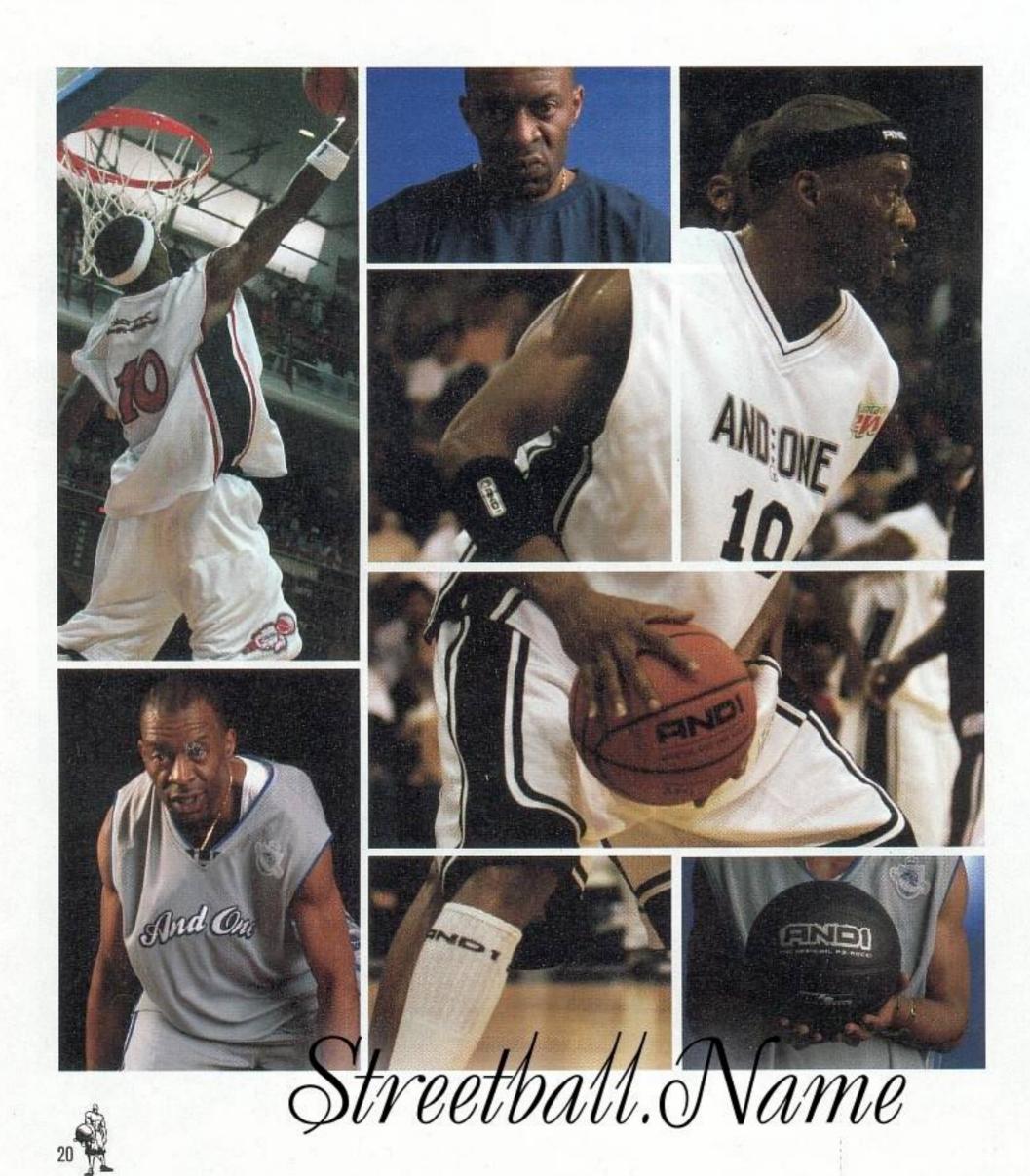


NBA ALL-STAR VINCE CARTER MAY USE THE NICKNAME HALF-MAN, HALF-AMAZING, BUT THE MAN WHO FIRST EARNED THAT TAG IS AND 1'S OWN ANTHONY HEYWARD.

hile streetball lives all over NYC, the Brooklyn native didn't begin ballin' until he was 14 years old. But Heyward quickly grew to love the game and became a regular at playgrounds all over the Big Apple.

He played structured hoops at Telecommunications Arts and Technology High as a freshman and junior, but his own personal drama (something he doesn't like to talk about) eventually kept him off the court. The 6-foot-6, 195-pounder persevered, though. He played at Pratt Institute for three years and received his college degree from Medgar Evers College in Brooklyn. Now he's sharing his knowledge as a school teacher in the off-season. Half's streetball legend grew at Rucker Park in the '90s and his fans still talk about the time he blocked former NBA No. 1 pick Joe Smith's shot out of the park. He's been nicknamed Biz and Meteor Man. But Half, which he earned from Duke Tango after posterizing a 6-10 dude in 1992, was the one that stuck. Ever protective of his moniker, the original Half Man wasn't afraid to call out Carter during a 2001 AND 1 commercial stating, "When you come into the hood, things change."

Half was one of the original seven that played in a Linden game that got the tour rolling in 1999. And with his gravelly voice, he's the man the AND 1 ballers listen to. Ain't nothing Half Amazing 'bout that,



NAME: Anthony Heyward Ht: 6-6 Wt: 195 **AGE:** 32 **POSITION:** Forward **HOMETOWN:** Brooklyn FAVORITE COURT: Bed-Stuy (Brooklyn)
TOUR DEBUT: Day One Streetball:Name

HELICOPTER

NAME: John Humphrey

HT: 6-1 WT: 205

AGE: 24

POSITION: Guard

HOMETOWN: Morehead City, N.C. FAVORITE COURT: The Center in

Beauford, N.C.

TOUR DEBUT: 2003



JOHN HUMPHREY HAS FLOWN THROUGH TOP-NOTCH HIGH SCHOOL BASKETBALL, COLLEGE HOOPS AND THE MINOR LEAGUES.

BUT TODAY, THE HELICOPTER'S HARD LANDINGS ARE ON TOP OF AND 1 RIMS - AND ON UNSUSPECTING FOES.

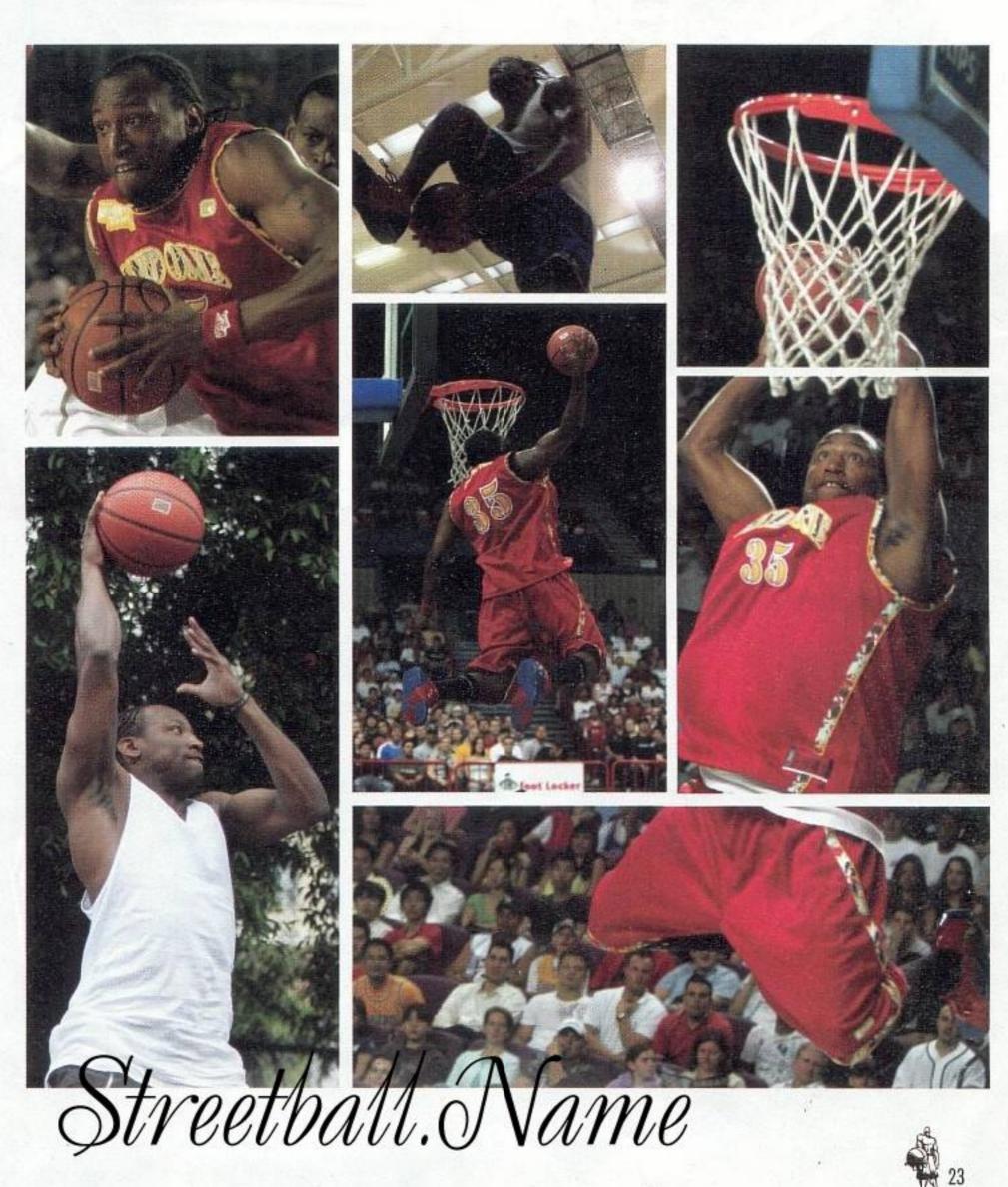
his guy learned how to fly at an early age. To the surprise of his teacher and classmates, Humphrey dunked for the first time during P.E. class in the sixth grade. He was jammin' on an 11-foot rim in his uncle's driveway by the time he reached high school.

After playing at little-known West Carteret High in N.C., he transferred to nationally renowned Oak Hill Academy in Mouth of Wilson, Va., where, as a senior he was a key on their '99 undefeated national championship squad.

From there he earned JUCO All-American honors at Louisburg Community College (N.C.), and ended up with a full-ride to Middle Tennessee State. With the Blue Raiders, he averaged 7.3 points as a junior and 9.2 as a senior. He also finished second in the 2003 Final Four Dunk Contest.

AND 1 discovered Helicopter at a Mix Tape Tour stop in Raleigh, N.C. His dunking hyped the crowd so much that he was invited to try out for the main squad. While he didn't get picked after making the final three, he earned an invite to join AND 1's European tour. From France to Spain to England to Germany, Helicopter's altitude stunned the foreign crowds. AND 1 saw enough and that overseas love helped the Helicopter land back in America with a contract in 2004.

He's been cleared for takeoff ever since.



HIGH OCTANE NAME: John Harvey Ht: 6-8 Wt: 215 AGE: 27 **POSITION:** Forward **HOMETOWN:** The Bronx FAVORITE COURT: Rucker & Dyckman TOUR DEBUT: 2001 Streetball. Name

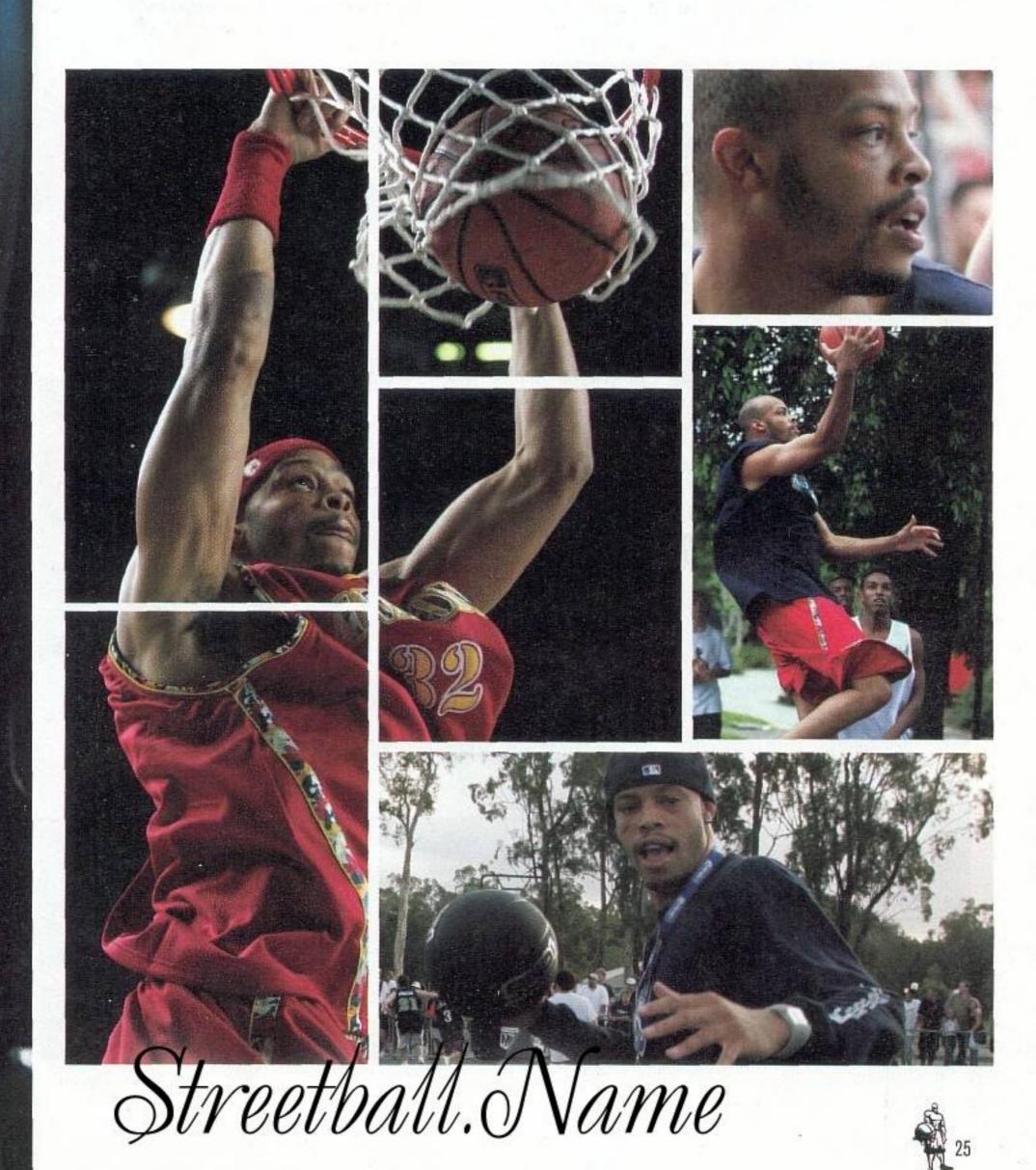
ONE OF AND 1'S PAST SLOGANS HAS BEEN, "I BALL." THAT BATTLE CRY DEFINITELY FITS HIGH OCTANE, WHO HAS BEEN BALLING SINCE BASICALLY HE COULD WALK.

ohn Harvey came from a big group of family and friends who lived, drank and slept basketball. At age three, he was already working on his handle. Remember that famous one-handed dunk Grant Hill got at Duke. Homeboy did that at age 16.

Harvey went to Christopher Columbus High in the Bronx and got his rep at Rucker Park and The Cage. As a high school senior during the 1995-96 season, he averaged 18 points, 11 rebounds and 5 blocks per game for Columbus. After averaging 20 points and 10 boards for Sullivan Community College in upstate New York, he signed with C.W. Post.

Soon after his college days ended in 2001, the 6-foot-8, 215-pounder was back dunking on fools at a playground near you. After being urged by The Dribbling Machine, High Octane played in a game for AND 1 at Riverside Park on NYC's Upper West Side. He definitely represented and continued to do so during stops in Motown and L.A. AND 1 knew it had a primtime player in Harvey and began contract negotiations as soon as that tour ended. Octane, who earned his nickname for his high-flying hard dunks, inked with AND 1 at the end of 2001.

Yes, High Octane is still ballin. No telling when he'll stop, either. Probably when he can't walk no more.



MAIN EVENT WAS SO BIG AS A KID, HIS DAD THOUGHT HE'D MAKE A HELLUVA BOXER. INSTEAD, THE JERSEY-BRED BALLER LEARNED TO PUNISH HIS OPPONENTS ON THE COURT.

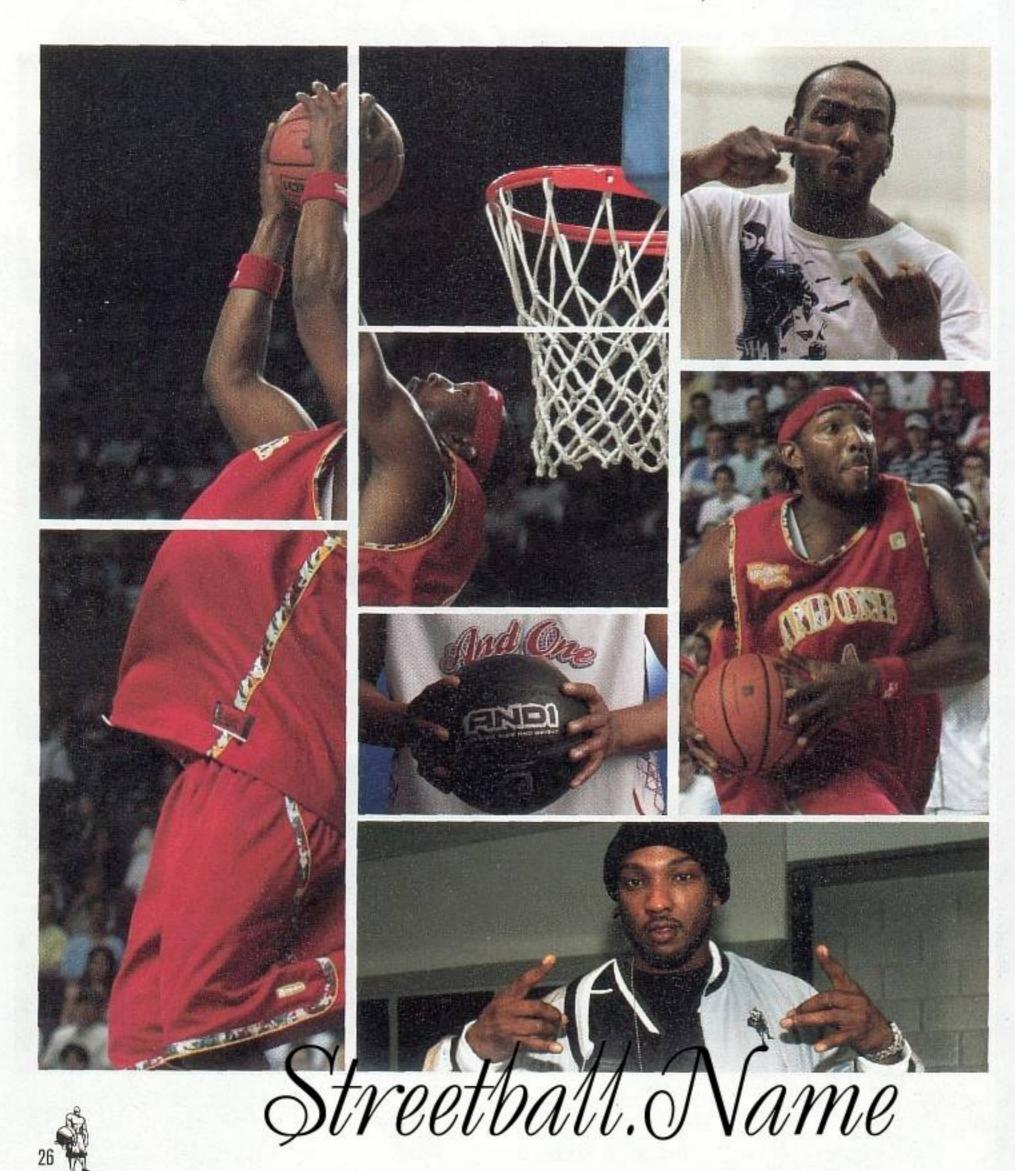
aliyy Dixon was a high school superstar who seemed to have the world at his fingertips. The Linden High forward was once named one of the Top 15 players in the country by Hoop Scoop and was an Honorable Mention All-American. Schools from the Big East Conference and the Altantic-10 loved him, but Dixon wanted to stay home and represent Rutgers.

After not passing his SAT prior to college, he became a Prop 48 as a freshman and couldn't play or practice with Rutgers. Despite injury woes, he averaged 9.6 points as a sophomore. But when the academic problems resurfaced that year, he packed his bags and headed south to Benedict College in South Carolina.

After school, love of the game took Dixon to Rucker Park, where he earned his tag in the early '90s after doing a 360-degree dunk that rocked the crowd and created a following.

The 6-foot-4, 225-pounder has been in the USBL and tried out for the Nets, but his heart has been with AND 1 from the start. Back in the summer of 1999, Main was among a group of players who met with AND 1 about the streetball scene. He then helped bring in other streetball legends like the Dribbling Machine and Half-Man, Half-Amazing. Together they staged the original AND 1 Mix Tape game at Main's homecourt in Linden, an event that attracted over 1,000 people. Main and his boys were signed to AND 1 deals soon after.

Score that as a hoops KO for the would-be boxer.



MAIN EVENT NAME: Waliyy Dixon HT: 6-4 WT: 220 AGE: 33 **POSITION:** Forward HOMETOWN: Linden, N.J. FAVORITE COURT: 4th Ward TOUR DEBUT: Day One Streetball. Name

THE PHARMACIST NAME: Jamar Davis Ht: 5-7 Wt: 189 **AGE: 19** POSITION: Guard HOMETOWN: Mount Vernon, N.Y. FAVORITE COURT: 4th Street Park (Mount Vernon) **TOUR DEBUT: 2003** Streetball.Name

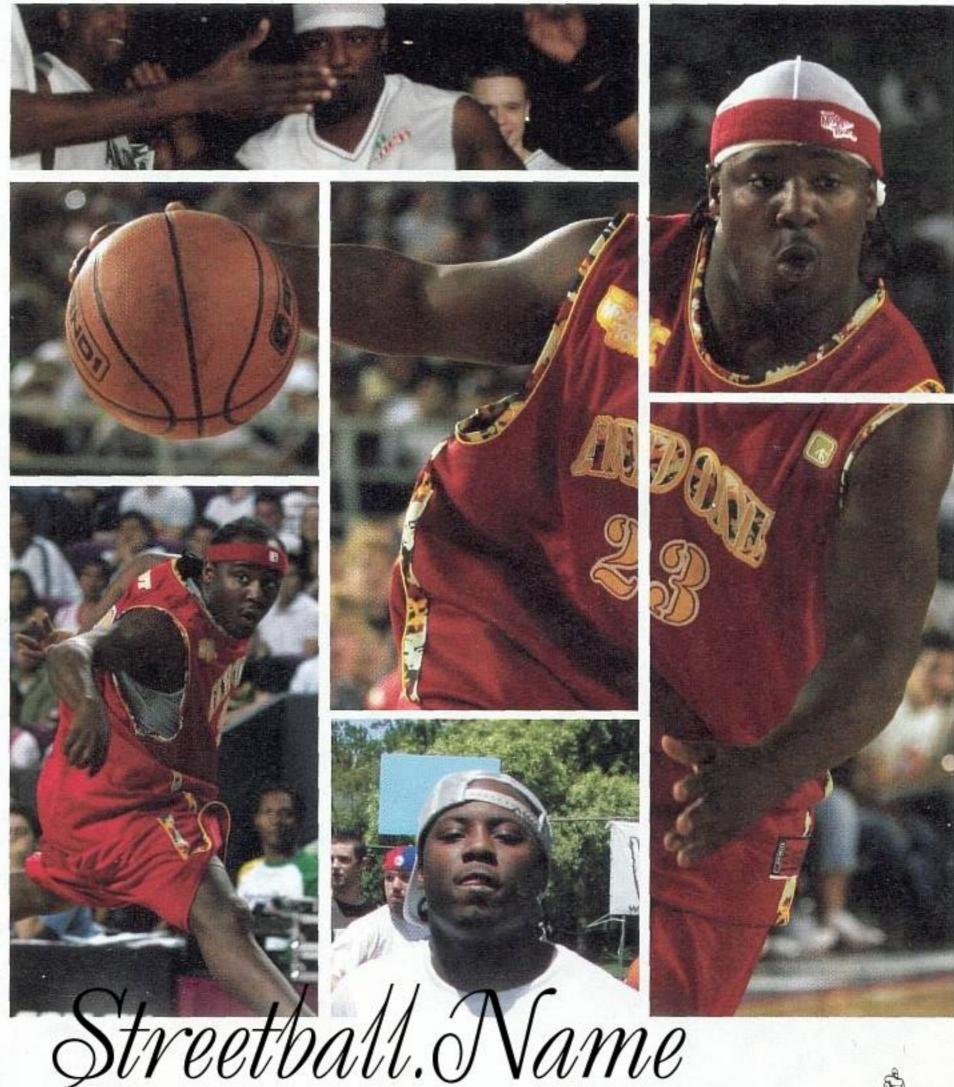
THE PHARMACIST PROVES YOU SHOULD NEVER JUDGE A BOOK BY ITS COVER.

amar Davis stands just 5-foot-7 and weighs 189 pounds. He played in high school, New York's Mt. Vernon High, but a lot of cats can say that. No college ball either.

But if you don't understand that this dude can not only play but also embarrass you, you better ask somebody. While playing for Ruff Ryders at Rucker Playground, he had the fans talking for days after he completely pulled off his opponents' jersey while still dribbling the ball. He also averaged 20 points and eight assists for Team Uptown during pro league in Englewood, N.J.

Davis earned his nickname in 2001 from famed Rucker MC Hannibal, who said his moves were "morphine based." The Pharmacist first shined on the AND 1 Mix Tape Tour while playing for the opposing team during the East Coast leg in 2003. He smoothly dimed his teammates and awed fans with his dribbling skills.

While playing for New York against AND 1 in 2004, he produced one of the most memorable highlights ever in the tour's history. Former AND 1 guard Hot Sauce is known for being the one that embarrasses his opponents, no the other way around. But the Mt. Vernon kid was able to work his trademark move as he pulled off Hot Sauce's jersey while he was still dribbling. Soon after that, Pharmacist landed on the 2004 AND 1 International Tour and has been embarrassing the non-believers ever since.



PRIME OBJECTIVE NAME: Lonnie Harrell Ht: 6-7 Wt: 205 AGE: 32 POSITION: Forward/Guard HOMETOWN: Washington, D.C. FAVORITE COURT: Berry Phom's South Beach, The Goodman League **TOUR DEBUT:** 2003 Streetball. Name

HE'S HAPPY TO BE ON THE AND 1 MIX TAPE TOUR NOW, BUT THERE PROBABLY ISN'T A PLAYER THAT'S DRAINED MORE BUCKETS IN MORE UNIFORMS THAN PRIME OBJECTIVE.

irst, lets start off in college. Lonnie Harrell played with NBA stars Alonzo Mourning and Dikembe Mutombo at Georgetown and was a member of the 1992 Sweet Sixteen squad.

But Harrell ended up leaving his native Washington, D.C., to attend Northeastern, where he suited up from 1994-96. The two-time America East All-Tournament team member scored in double figures in all but five games of his senior season.

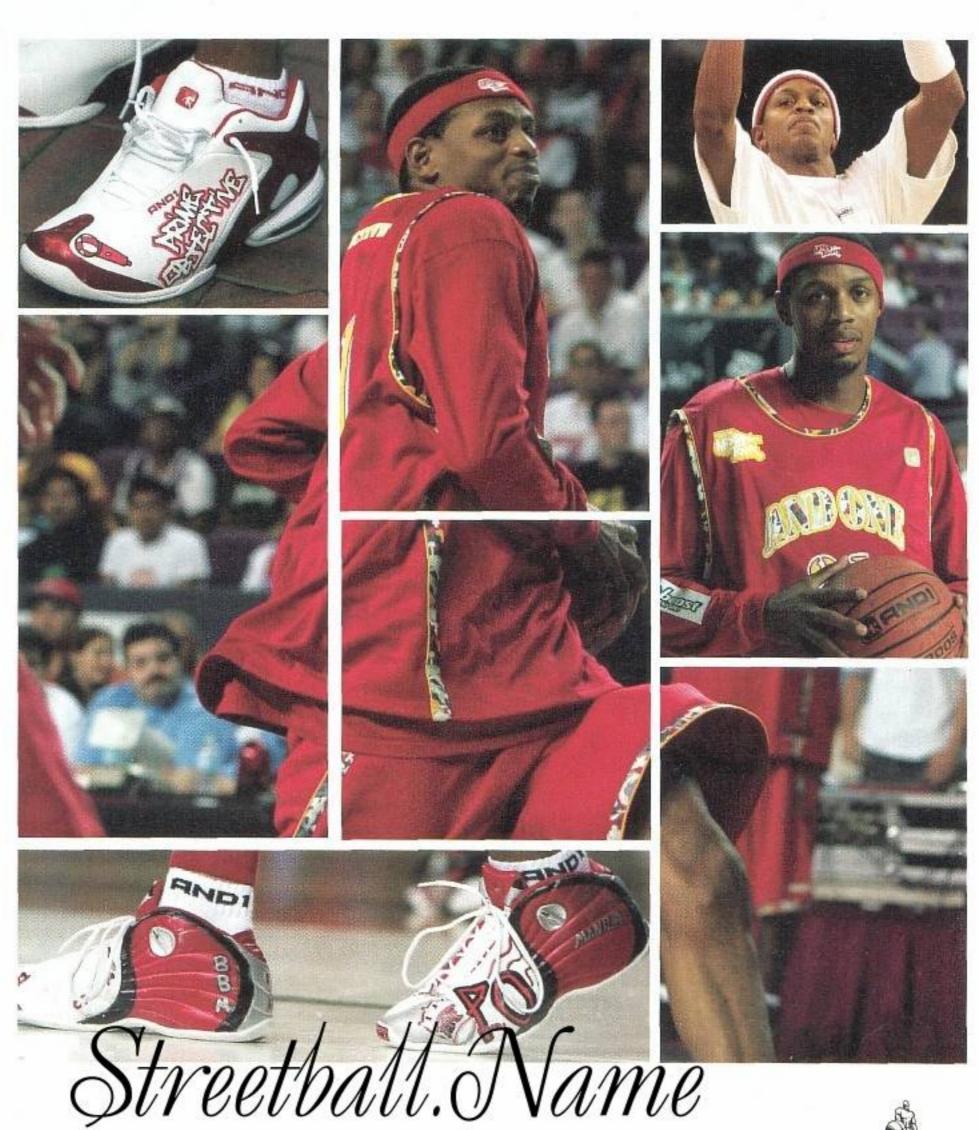
After receiving some interest from the Orlando Magic, he made numerous stops on the minor league basketball circuit. Fans have peeped his game with IBA South Dakota, USBL New Hampshire, Washington, D.C. and Pennsylvania, IBL Baltimore, ABA Tampa Bay and NBDL Huntsville and Columbus.

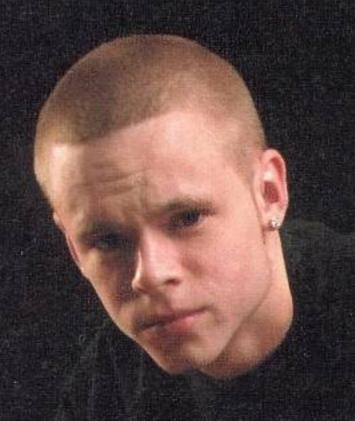
He was even invited to the New Jersey Nets veterans' camp in 2001 and was also a second round pick by Huntsville in the inaugural NBDL draft that year.

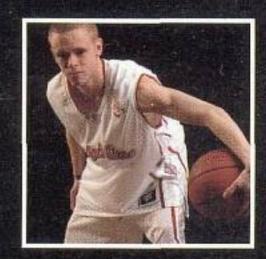
Prime Objective received his nickname in 1999 after he showed that he was an unstoppable scorer and his "prime objective" was to get buckets. He's known for his all-around game and a Reggie Miller-like deep jump shot.

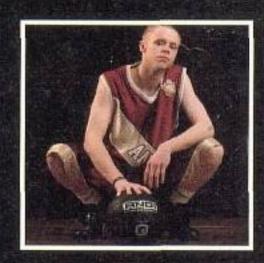
In 2002, AND 1 couldn't help but notice homeboy after he dropped 45 points for Team NYC against them during a Mix Tape Tour game at Riverbank State Park. After the game, AND 1's prime objective was to offer Prime Objective a 2003 contract to wear yet another uniform.

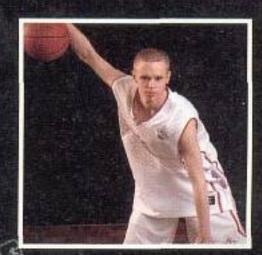
Objective accomplished.











THE PROFESSOR

NAME: Grayson Scott Boucher

HT: 5-10 WT: 140

AGE: 19

POSITION: Guard

HOMETOWN: Salem-Keizer, OR

FAVORITE COURT: Marion Park in Oregon

TOUR DEBUT: 2003

IT'D BE TOUGH TO FIND A KID OUT THERE WHO WOULD WATCH AND 1 MIX TAPES MORE OFTEN THAN GRAYSON BOUCHER.

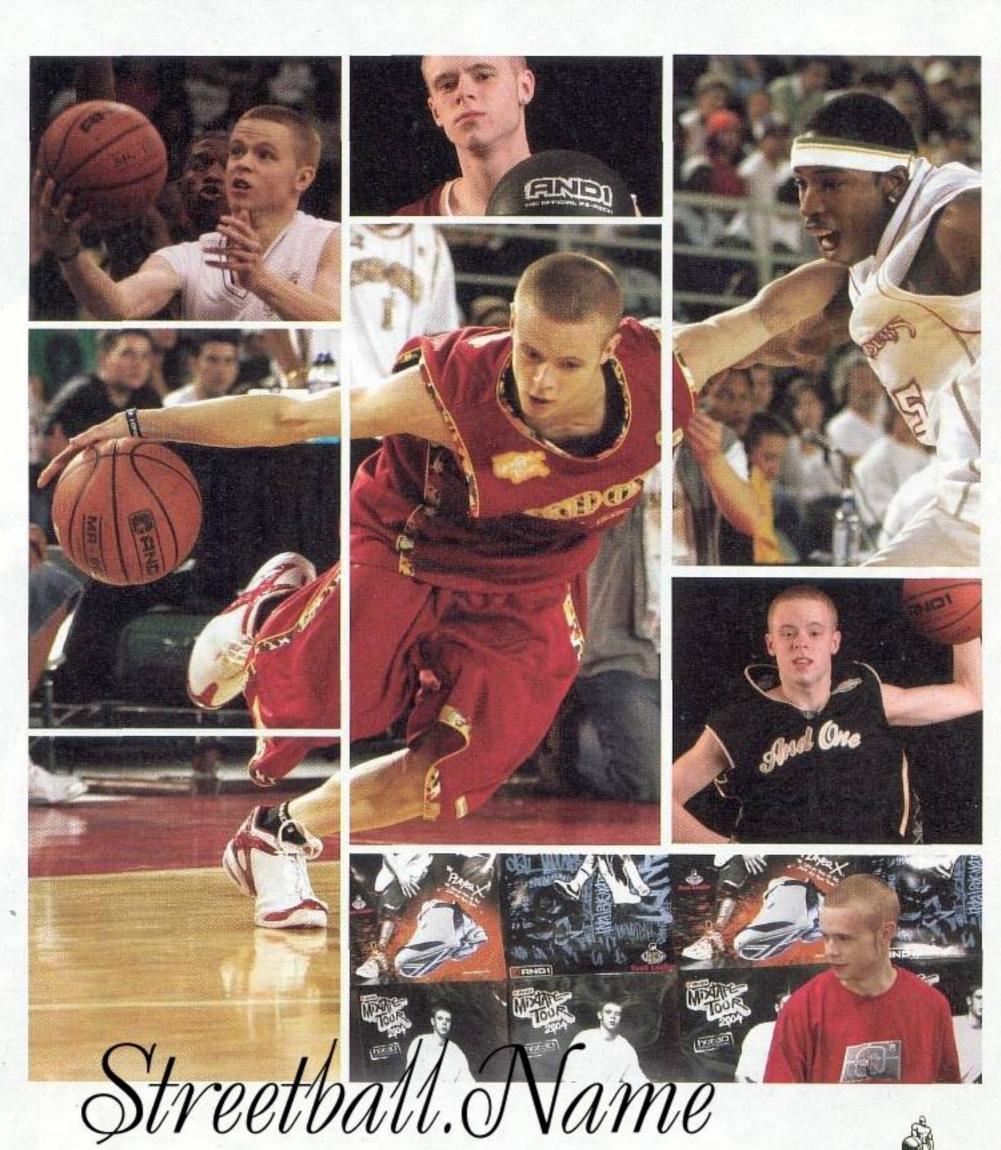
NOW, THE KIDS ARE WATCHING BOUCHER, WHO YOU KNOW SIMPLY AS "THE PROFESSOR."

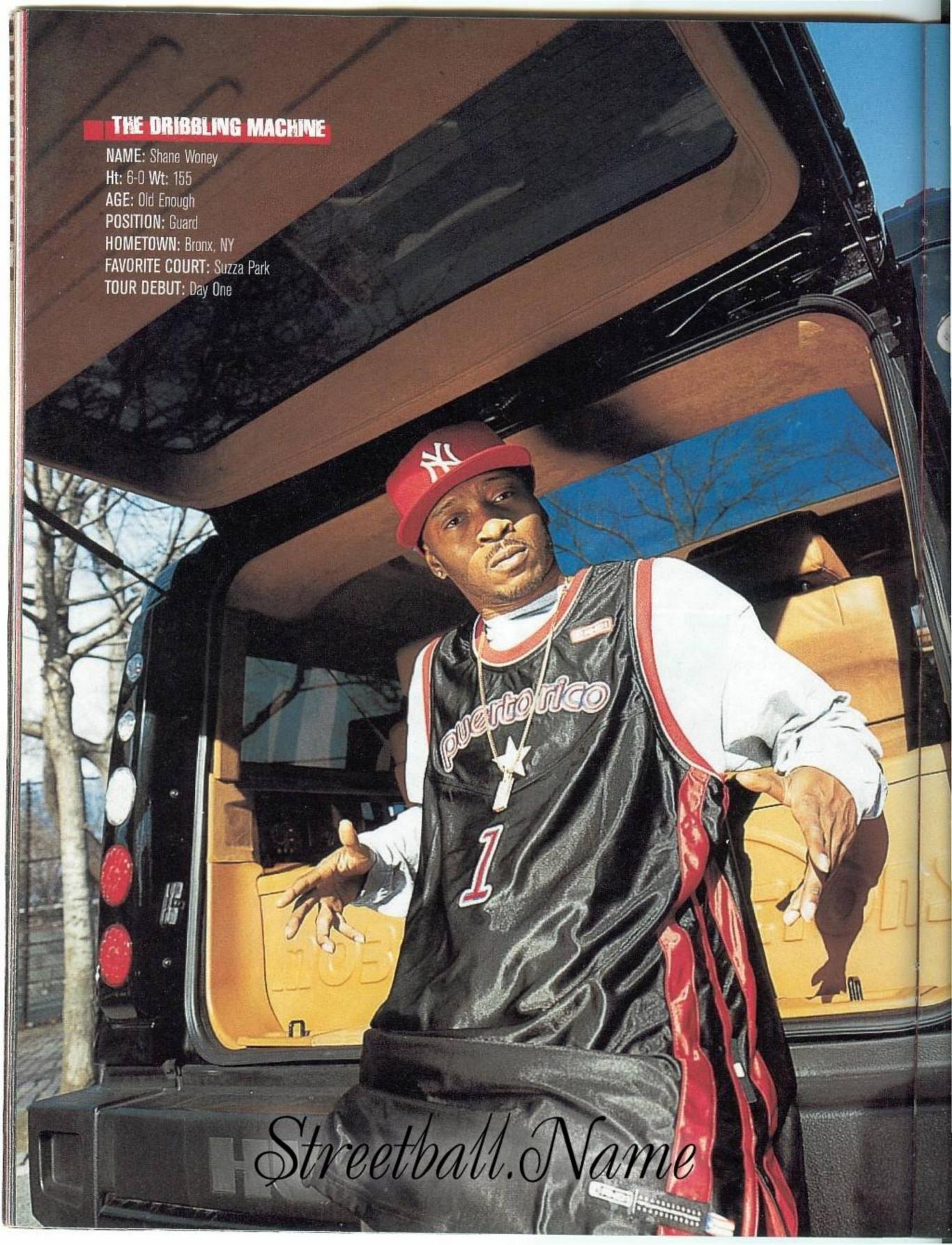
oucher definitely wasn't the average brotha on the AND 1 Mixtape Tour. For one, he wasn't a brotha, but a white dude. Also, saying you're from Salem-Keizer, Ore., definitely isn't nearly as intimidating as being from Bed-Stuy or Compton.

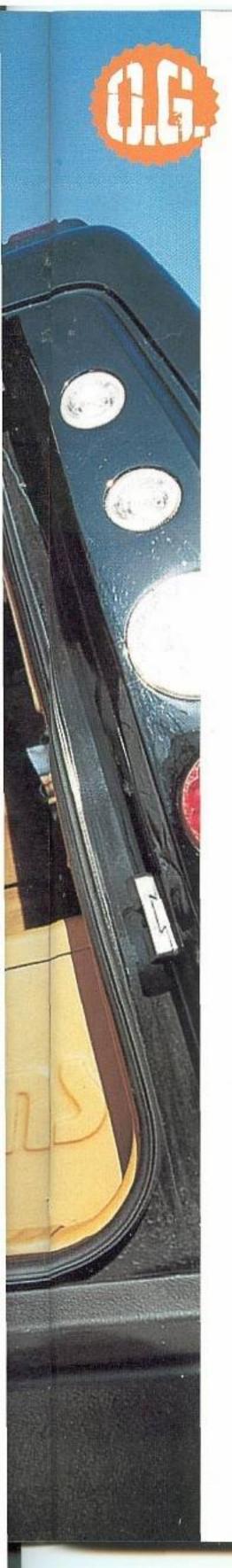
Boucher averaged 20 points and seven assists at lil' Salem Academy in 2002 and earned a spot in the 2A All-Star game. But on the playgrounds he was nice, as he copped his fancy dribbling skills from the AND 1 MT Volumes and added his own twist to them.

After learning on the AND 1 website that the tour was landing in Portland, he attended the open run. After the tour members saw the 5-foot-10, 140-pounder crossover and dime like they hadn't even seen before, he ended up being asked to try out for the squad.

He became crazy popular on tour. Of course, it helped that his first season was televised by ESPN – allowing him to blow up faster than other Mix Tape icons. Following that first year, he received an AND 1 endorsement deal – and better yet, Duke Tango gave him a nickname, "The Professor." The reason? Simple: He was schooling people on the court. Had Boucher not been taking ballers to class, he may still be bagging groceries, mowing lawns and watching AND 1 Mix Tapes – and all of our hoops educations would have suffered from having never studied under The Professor.



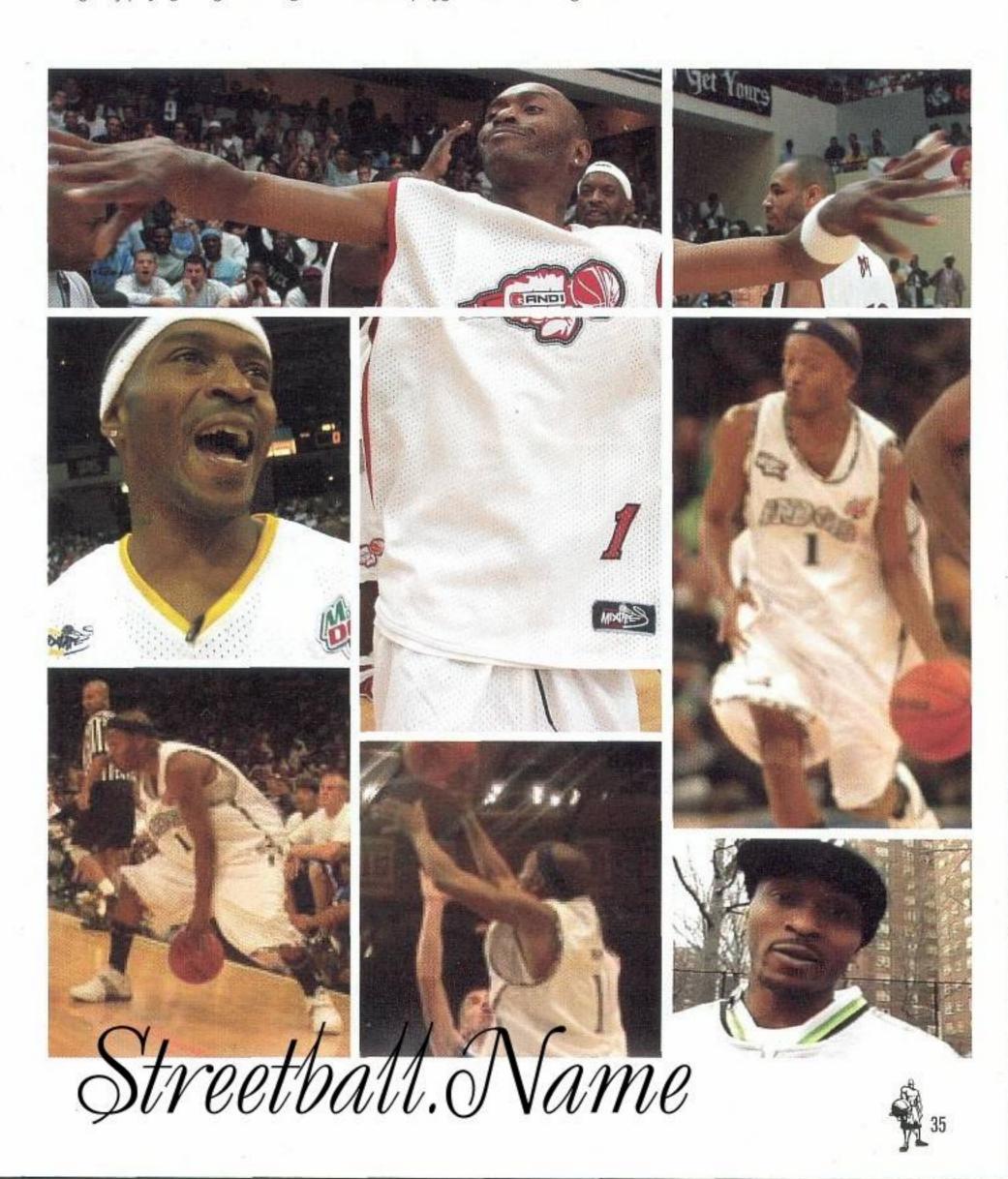




BEFORE STAYING IN 5-STAR HOTELS, TRAVELING THE WORLD AND PLAYING IN NBA ARENAS WITH THE ANDI MIXTAPE TOUR, SHANE "THE DRIBBLING MACHINE" WONEY PAID HIS DUES BY DRIBBLING PAST CONTINUOUS DISAPPOINTMENT.

he basketball world began peeping the Bronx native's game when he averaged 19 points and 10 assists at Faleshian High in New Rochelle, N.Y, as a sophomore. Following his junior year, he teamed up with future NBA All-Star Jamal Mashburn on an AAU team and played in a high-profile camp in Pennsylvania. Woney represented by landing in the camp's Top 20 all-star game.

But instead of becoming a New York prep legend after his big summer, a new coaching staff came to Faleshian brought many new players and Woney found himself on the bench. He quit in the preseason game and kept his game tight by playing in night rec leagues and on the playground. "The Dribbling Machine," who earned his nickname from AND 1 announcer and renowned Rucker Park legend Duke Tango, next went to juco just outside New York at Westchester College. Although Woney helped Westchester advance to the NJCAA Finals in 1991, no scholarship offers came his way and he was back to the Bronx. Struggling to find a job and support his baby son, the 6-foot-1, 155-pounder played for the minor league Harlem Rockets making a C-note per game. In 1999, he finally got his break after attending the original AND 1 Mix Tape Tour filming as he played in the first And 1 Mix Tape Game in 1999 and copped a contract to become one of the original members.



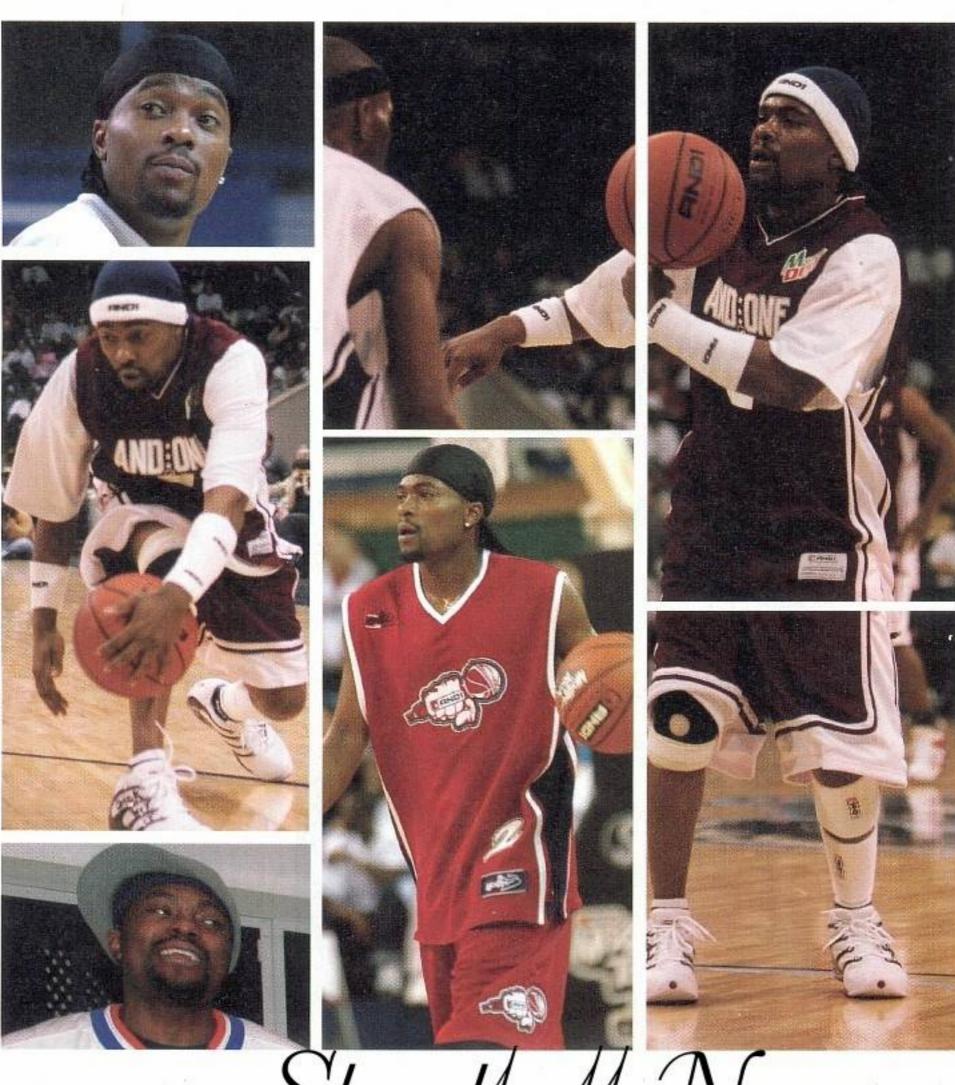
TALK ABOUT TALENTED. AFTER BREAKING YOUR ANKLES WITH HIS CROSSOVER, SIK WIT IT COULD SING A TOUCHING BALLAD TO YOU ABOUT IT, TOO.

obert Kennedy, Jr., learned how to ball at Pasadena Boys & Girls Club near Los Angeles. He suited up for Pasadena High, but after he and his coach had some drama, Kennedy bounced to a nearby predominantly black private school called Lynwood Adventist Academy. After averaging 26 points per game as a sophomore, he quickly became one of the hottest prospects in Southern California. He also led Lynwood to the state finals as a senior.

Next stop was Chaffey College (Calif.) where he played for the son of legendary coach Jerry Tarkanian. As a freshman, he lit up future NBA guard Anthony Carter for 24 points and helped the team go 32-6. Kennedy led Chaffey to a 28-9 record as a sophomore and earned himself a scholarship to Nevada-Reno in 1995. A knee injury cost him one season, but Kennedy came back to average 14.6 points in 1996-97. After Reno, Kennedy got a taste of pro ball when he played briefly for ABA San Diego.

His friend, Reggie Cotton, gave Sik Wit It his nickname several years ago because he thought his moves were sick, on and off the court. The AND 1 crew was so impressed with him during a Mix Tape Tour game in 2001 that he was immediately asked to be part of the squad.

Even with a year of ankle-breakin' moves, turns out Sik's greatest highlight didn't even come on the court. It was when he sang the gospel song "To God Be The Glory" at the funeral of former AND 1 player Antoine "Flash" Howard in March of 2004.





SIK WIT IT

NAME: Robert Lucious Kennedy, Jr.

Ht: 5-10 Wt: 175

AGE: 30

POSITION: Guard

HOMETOWN: Pasadena, Calif.
FAVORITE COURT: Victory Park

(Pasadena)

TOUR DEBUT: 2001

AND ONE

ANDI



SPINMASTER

NAME: Eric Holmes

Ht: 6-4 Wt: 225

AGE: 26

POSITION: Guard

HOMETOWN: Pasadena, Calif.

FAVORITE COURT: Boy's and Girl's Club

(Pasadena)

TOUR DEBUT: 2004



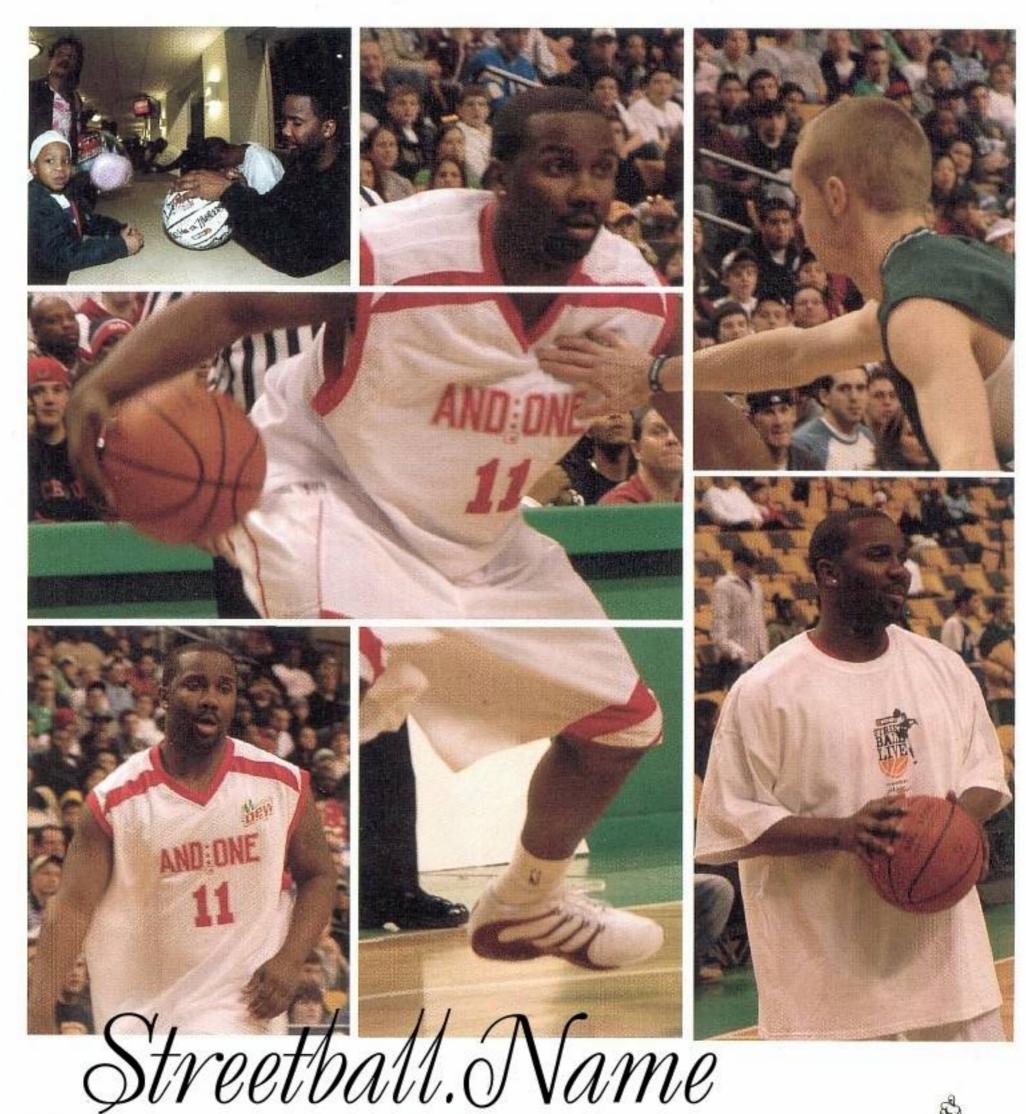
WHAT SPINS BETTER THAN SPREWELL'S 22-INCH CHROME RIMS? AND 1'S OWN SPINMASTER ON THE BASKETBALL COURT.

ric Holmes, 26, was an All-State basketball player at Duarde High School in the Los Angeles-area. The Pasadena native averaged 31 points and 5 assists as a senior. After playing one year for Ventura Community College (Calif.), he transferred to Dixie Community College in Utah. The 6-foot-4, 225-pound guard copped 1st team Junior College All-American honors as a sophomore.

Next up for the Spinmaster was a trip to the Dirty South where he played for Alabama-Birmingham. As a senior, Holmes was a first-team All-Conference USA member after averaging 20 points. After college, Holmes worked out with the Portland Trail Blazers and Milwaukee Bucks' summer league teams, but didn't advance to veteran camp. He bounced around the American minors in the CBA, IBA and ABA. He also played overseas for teams in Italy and France.

Spinmaster originally had the uncreative nickname of E. Holmes, which would have given him the tour's most boring nickname had it stuck. But he later landed the sick and more appropriate Spinmaster due to his signature spin move. Holmes first took part in the AND 1 Mix Tape Tour three years ago as an opposing player. Last summer, he joined the tour for the first half before signing a contract to become the newest member.

And word to the wise: Don't watch too closely because the Spinmaster just might make you dizzy since he's always spinnin.'





SPYDA, MAN, SPYDA, MAN. DOES WHATEVER A BALLA CAN HANGS ON RIMS, ANY HEIGHT, CATCHES OOPS, OUTASIGHT! LOOK OUT! HERE COMES SPYDA, MAN...

ay what you want about the cross-over dribble, throwing a ball off a foes' head or half-court alleyoop dunks, but there may not be a prettier scene on the Mix Tape Tour than seeing the high-flying Spyda doing his trademark hang after a phat slam. While he's known as Spyda in an AND 1 uniform, his real name is Dennis Chism.

Born in Inglewood, Calif., Spyda started at point guard for Andrew College in Cuthbert, Ga., averaging 21 points and seven assists per game. During the 2003-04 season, Spyda played for Las Vegas of the ABA where he teamed with current AND 1 human highlight film Helicopter.

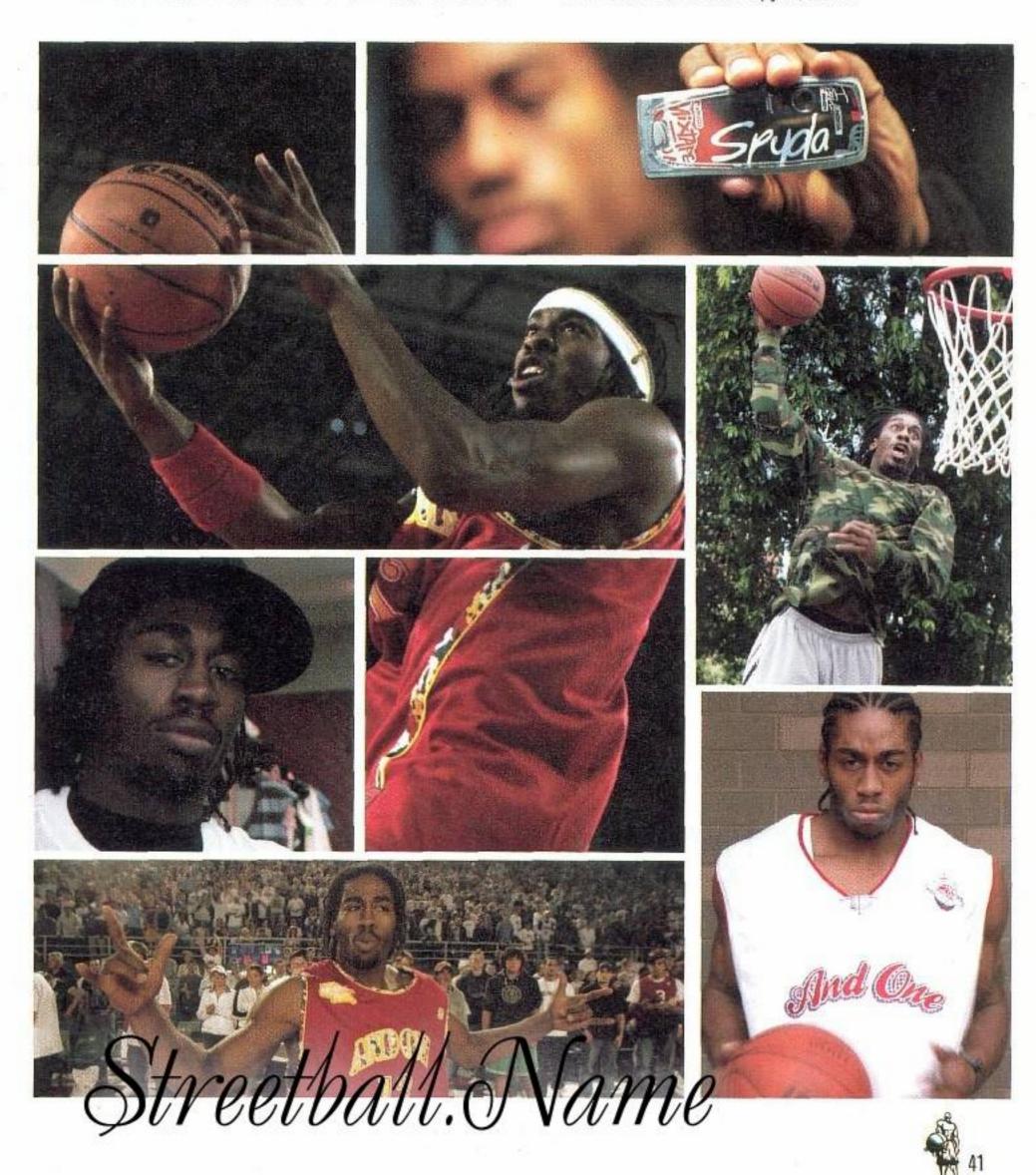
Chism first earned the nickname "Rim Crawler" due to

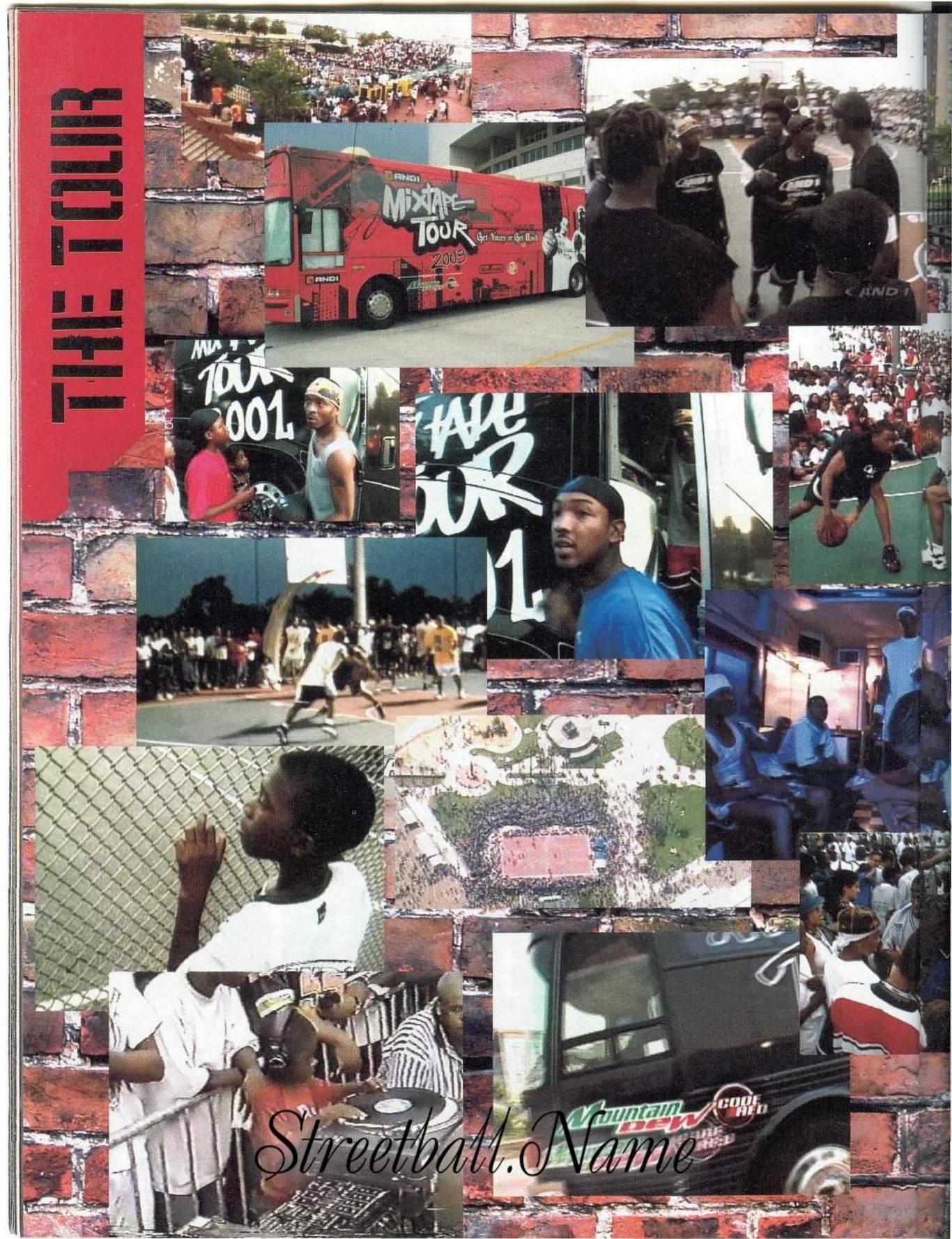
his jumping ability while playing at Run N' Shoot in Atlanta. Former AND 1 teammate Hot Sauce eventually named him Spyda because "he was catching everything" passed his way in the air.

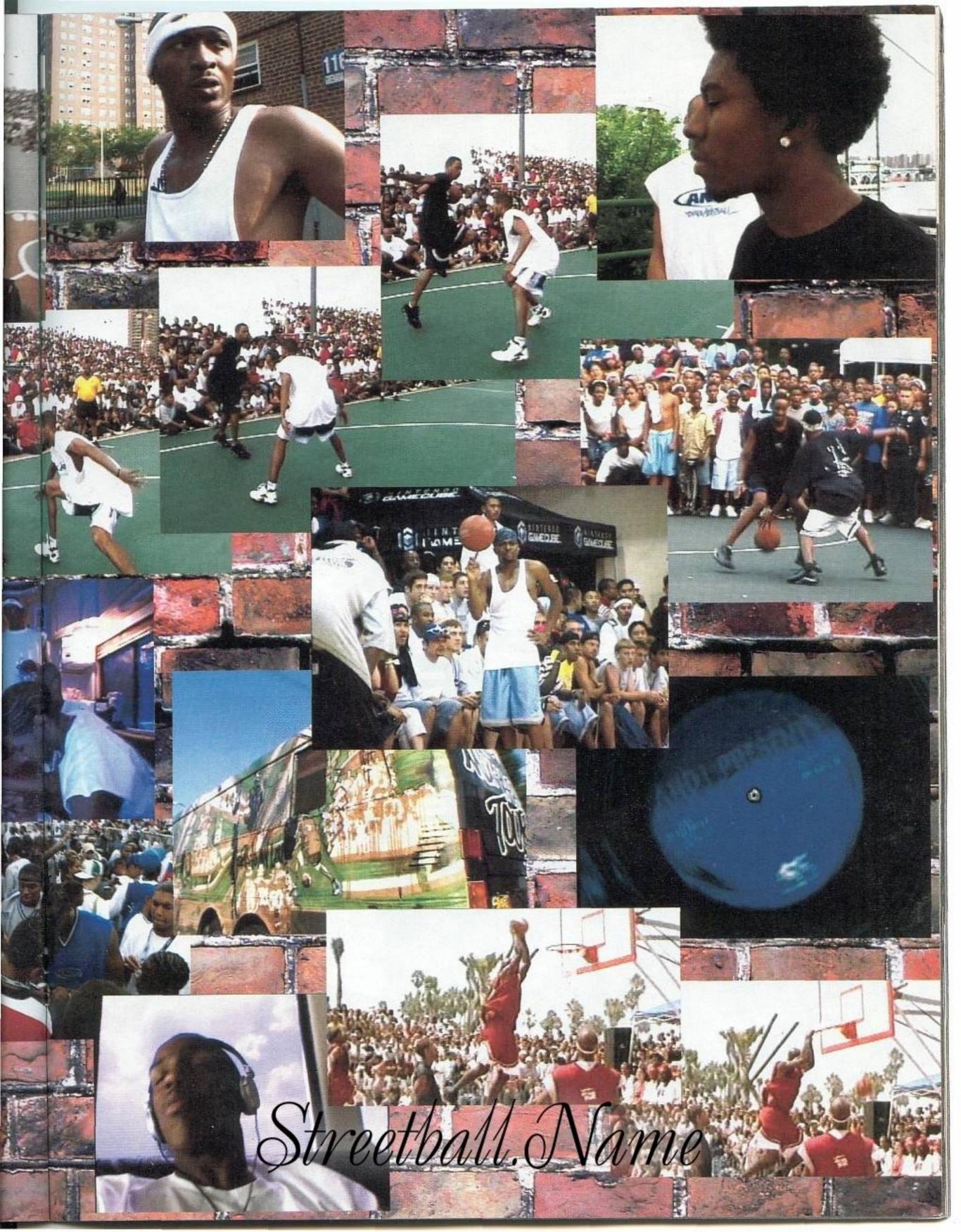
Chism first appeared on the AND 1 scene when he tried out on the Los Angeles Open Run in 2003. He was selected to compete for an AND 1 contract that year, but didn't win.

Even so, he returned for the 2004 Las Vegas Open Run and was selected to tryout again. This time, his highlight reel slams landed him a contract during the last game of the 2004 season in Washington, D.C.

Look Out! Here comes Spyda, man...



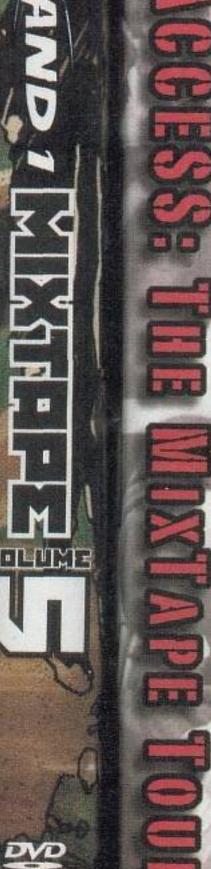
















1250-7















DRINKS ALLOWED

ON TOUR

THE MIX TAPE TOUR LEGACY LIVES

BY DL SAYLES

Think back to those so-called basketball experts and how they looked at streetball a couple of years ago.

Remember how they used to look at it as unorganized basketball? Or how it was looked at as a waste of time? Or, even worse, how it was looked at as basketball choreography, similar to a modern-day version of the Harlem Globetrotters?

It's a trip how people disrespected what AND 1 tried to do. Now look at the AND 1 Mix Tape Tour. It ranks up there with the best summer tours of any genre.

"We're here to bring the entertainment. That's what it's all about," said Grayson "The Professor" Boucher, one of the tour's rising stars.

Remember how they said no AND 1 streetballer would ever make the NBA or could ever play in the league? Of course, that was before the days of Skip To My Lou, also known as NBA guard Rafer Alston.

It was before Aaron "AO" Owens, made strides in the D League. My personal opinion, AO's got the goods to be there. That is, if he wants it. Right now, he's loving life as a streetballer.

And please believe, if this year's Mix Tape Tour is anything like it's been in the past - and even more so like it was last



year - June 10, opening day for the summer tour, won't get here fast enough.

Suspense became reality when Dennis Chism (that's Spyda to you all) won the big AND 1 endorsement contract last year. After two years of trying (remember, he was a finalThen there are the new contract signers. The talent pool runs deep with Hugh "Baby Shack" Jones, Jamar "The Pharmacist" and Eric "Spinmaster" Holmes, big-play playas who played against the AND 1 team on last year's tour.

"Everybody has something to contribute. Otherwise, they wouldn't be here." — AO

the west coast and showcased a sick spin move (hence the name). Pharm pretty much wrote his ticket when he did Hot Sauce in New York (he took Sizzle's jersey off...in the

Spin wrecked shop on

Garden, the mecca of basketball).

Spin and Pharm helped heighten AND 1's entertainment value. When it came to drop-

ist in 2003), he finally made it and is ready to do big things.

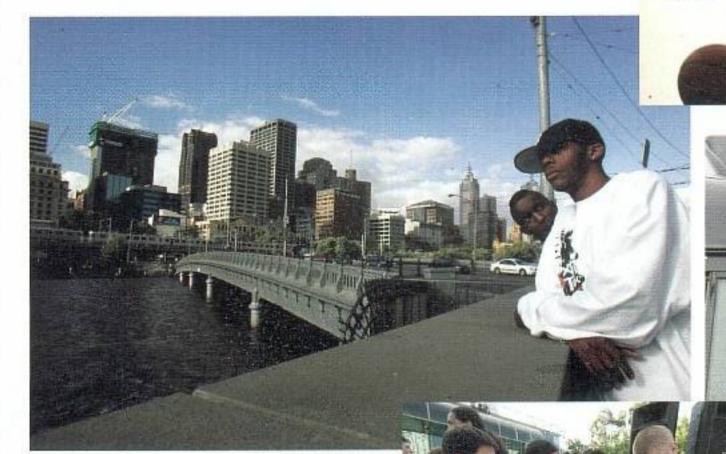
"This has changed my life tremendously. It's really taught me how to be a man and grow up," he said. "I'm ready to go out and just do me ... watch Spyda do what Spyda does."

Spyda followed the footsteps of The Professor, who beat Spyda to win the contract in the summer of 2003.

Spyda beat out a talented 2004 group to get the contract. Fans were introduced to true ballers with court names like 757, Ballaholic, Flight and Smoke, a.k.a. The Problem Child.

As good as Spyda can be for Team AND 1, be sure to watch out for all the new cats this year. A total of four guys have signed contracts for this season. To borrow Duke Tango's words ... "Ohhhh baby!"

This year's tour – season 4 of the ESPN TV show and AND 1 Mix Tape Vol. 8 – is expected to be the biggest ever. The OGs of AND 1 like Waliyy "Main Event" Dixon, Anthony "Half Man Half Amazing" Heyward and AO will still be big-ticket headliners for the show, which will kick off in Oakland in June.



ping buckets night in and night out, nobody repped like Baby Shack did in his short time. If you needed a 20-10 man, he was your guy.

A BRIEF HISTORY IN TIME

12.98
Ron Naclerio gives AND1
The Skip Tape



07.99

AND1 throws first Mix Tape game in Linden, N.J.



06.02

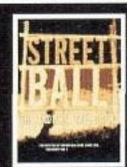
AND 1 & ESPN announce Streetball T.V. show

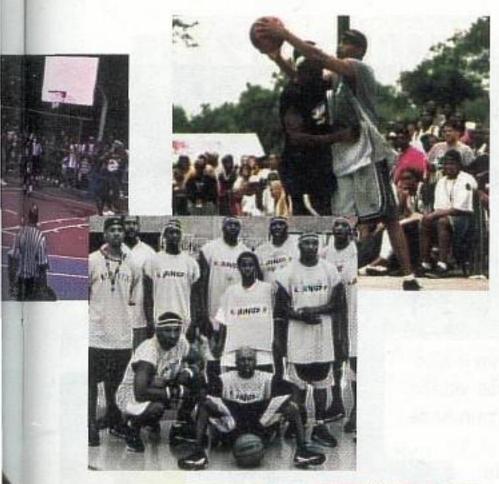


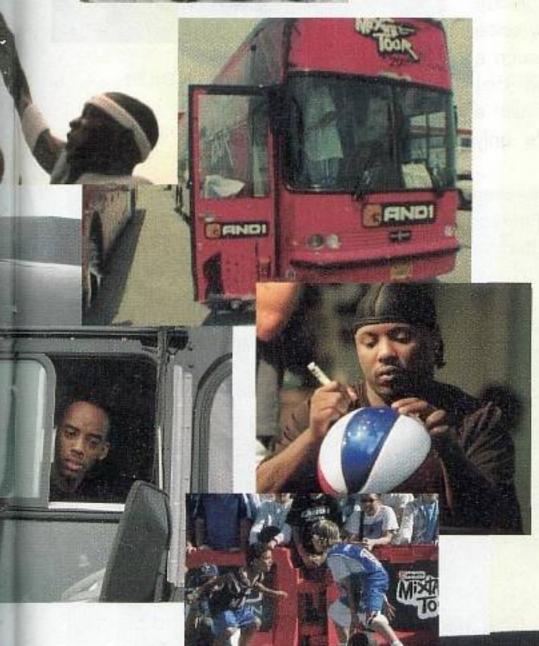
O6.99
AND1 rale ases
Mix noe Vol 1



O8.19.00
First Mix Tape Tour game
In Las Ara Zie









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OKLA- HOMA	HOUSTON 6/25	SAN ANTONIO	LITTLE ROCK, AR 6/29	MEM- PHIS, TN
MIAMI 7/09	TAMPA,	OR- LANDO, FL	JACKSON- VILLE, FL 7/16	RAL- EIGH, NC
CHAR- LOTTE,	ATL- ANTA	LOUIS- VILLE, KY	KANSAS CITY, MO	MINNE- APOLIS
WAUKEE 8/04	CAGO B/06	DETROIT 8/10	CLEVE- LAND 8/13	RO CHESTER, NY 8/17
D.C.	BOS- TON 8/21	PROV- IDENCE, RI	NYC 8/26	PHILLY 8/27





KING



25711

WESTERN

SLAIM

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Macordain Bow is a conjectured trademark of Facel Co.



06.03

The 4th Mix Tape Tour kicks off (1st time in major arenas)



10.03

First international Mix Tape Tour kicks-off



06.21.02

AND 1 launches first shoe endorsed by a streetball ' player (the Skip-Mid)



09.03

The Professor wins an AND 1



06.04

5th Mix Tape Tour kicks off (30 cities)



"He played the last four stops on the tour, and he killed every single night," AND 1 media rep Taylor Duffy said. "He was giving 40 and 10, 35 and 12. It was crazy."

This year's tour should be exciting, but it also will be missing some household names on the court. Hot Sauce and Alimoe (Philip Champion and Tyron Evans, respectively) have decided to pursue other opportunities. Word has it that Shane "The Dribbling Machine" Woney, another AND 1 OG, will be around but more as a consultant and possibly a Mix Tape host and not as a player.

They'll be missed, but life goes on, though. Besides, it's not like the talent pool is dry.

"Everybody has something to contribute. Otherwise, they wouldn't be here," AO said.

"With this year's team, we shouldn't lose many games, if any," John "High Octane" Harvey added.

Through AND 1, streetball has become an incredible connection for people of all ages, sizes and colors. What was once an urban myth

has become an urban legend, feel me?

"We feel we bring streetball to the masses," Duffy said.

This year's tour will make 30 stops from the west coast

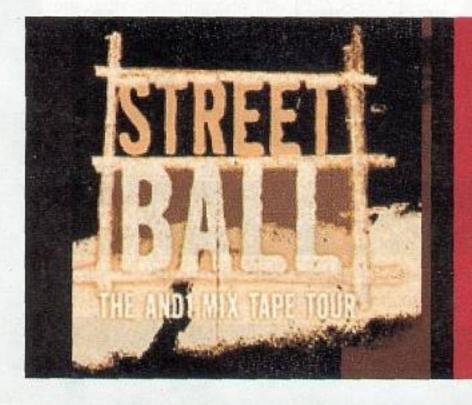
to the east. Kind of ironic that it wasn't long ago when streetball videos were given away with the purchase of shoes.

Funny how such a "waste of time," as it was once called, has become such a summer phenomenon that reaches more than half a million fans. And it's only going to get larger.

"It's right around this time when I start getting hype," AO said. "I'm ready to get back out there and play and entertain the fans."







STREETBALL ON ESPN

Wasn't that long ago that a weekly reality show about streetball seemed, well, unreal. Enter ESPN. The Worldwide Leader teamed with AND 1, and ballers Tuesday night viewing habits haven't been the same since.

Now in its fourth season on the Deuce, "Streetball: The AND 1 Mix Tape Tour" gets you on the bus and allows you to see what happens to the AND 1 ballers when on and off-the hardwood.

Each season of the show will be 10 episodes, with this season's launch debuting on ESPN2 on Tuesday, June 22 at midnight ET. This season continues with eight more half-hour episodes within ESPN2's Tuesday night programming block.

08.21.04

Spyda is selected by players to win ESPN2 contest



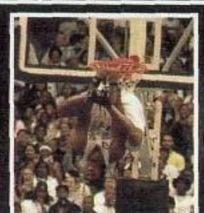
10.04

The book, AND1 Streetball, is released



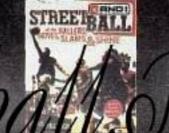
06.10.05

AND1 Mix Tape Tour season six kicks off



08.31.04

ANL 1 MixTape Vol. 7 drops Profuses (18Aars Jaco)



11.04

The Mix Tape goes to Asia for the first hire





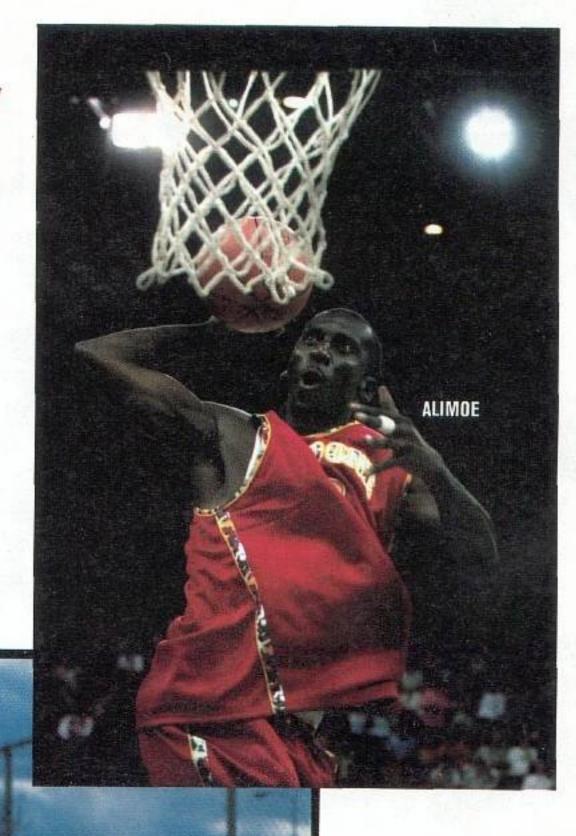
THESE BALLERS HELPED GET THE TOUR WHERE IT IS TODAY, THEY MAY NOT BE ON TOUR ANYMORE, BUT THEY'RE NOT FORGOTTEN.

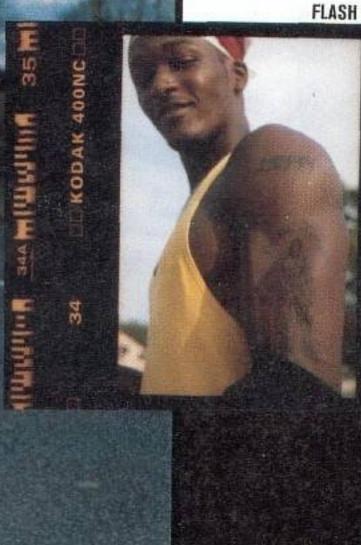
SKIP TO MY LOU (Rafer Alston): There'd be no Mix Tape tour without Skip, who's now doing his thing with the Toronto Raptors. Skip was the key guy in getting AND 1 involved and was the Mix Tape's main attraction for its first five seasons.

ALIMOE (Tyron Evans): The 6-7 Black Widow had the silkysmooth moves of a 6-1 guard and was the perfect compliment to Skip in the Tour's early years (just check out the Skip vs. Alimoe Battle Tape).

HOT SAUCE (Philip Champion): Sauce put the sizzle on the Tour, bringing showmanship and off-the-hook handles. He's been around since Vol. 4, but called it quits after last season.

FLASH (Antoine Howard): On March 13, 2004 Antoine Howard passed from this life. A 6-2 leaper with a wide-smile, he is sorely missed.





ENDI SAUCE



BACK IN THE BLOCK

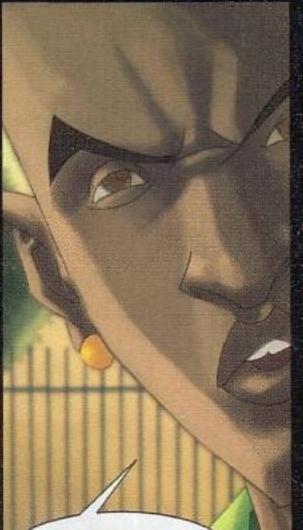
YO, I HEARD THE 05 MIX TAPE TOUR SCHEDULE IS OUT.





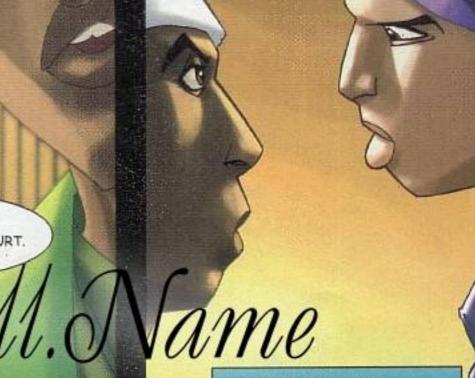


WHAT?!
HUH?



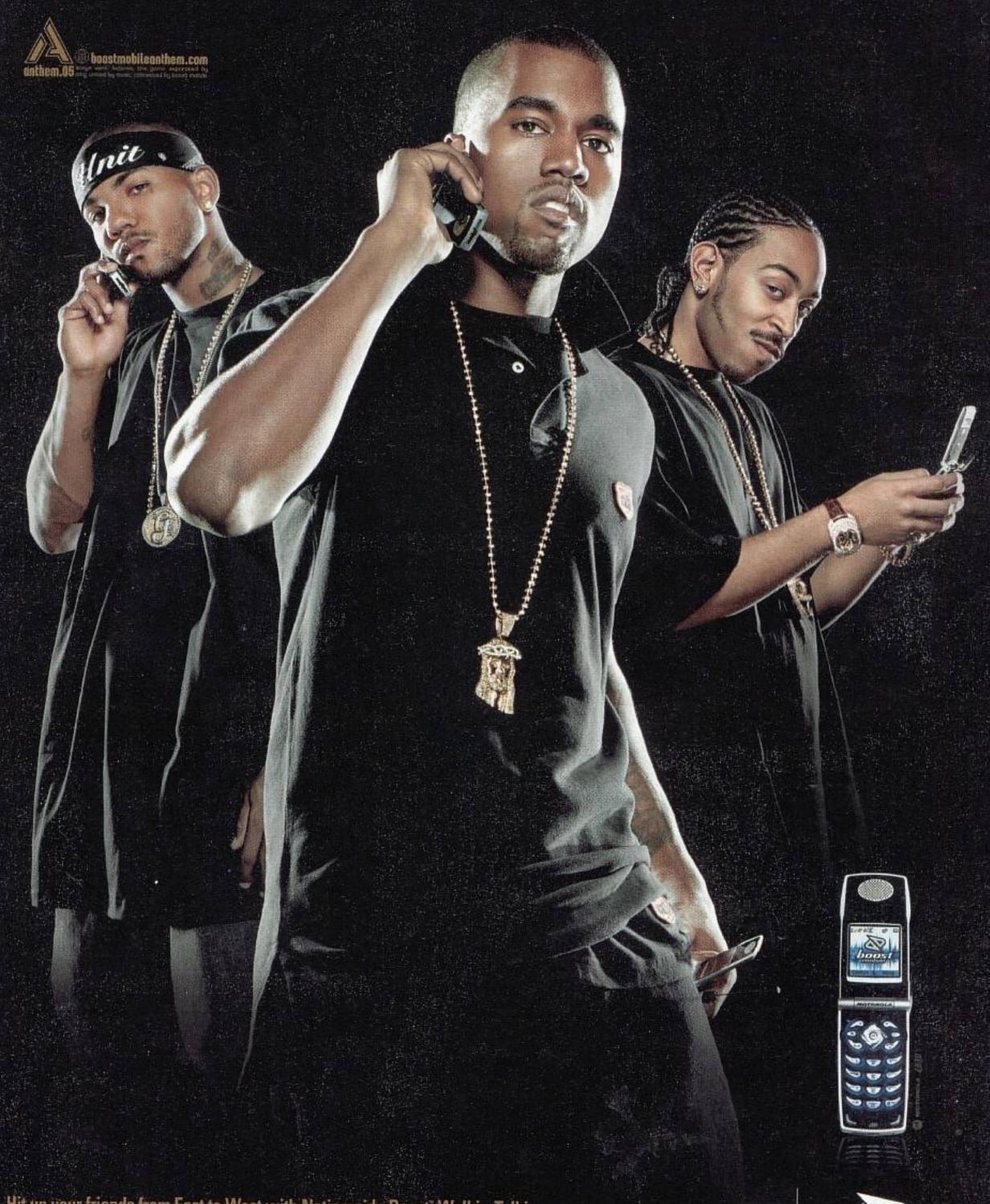
YEAH, YA'LL SOME BUMS ON THE COURT.





TO BE CONTINUED.

CANATTS SOM PENDIS, NEUSIN BLAKE, COLORIS AMICENT SPEND



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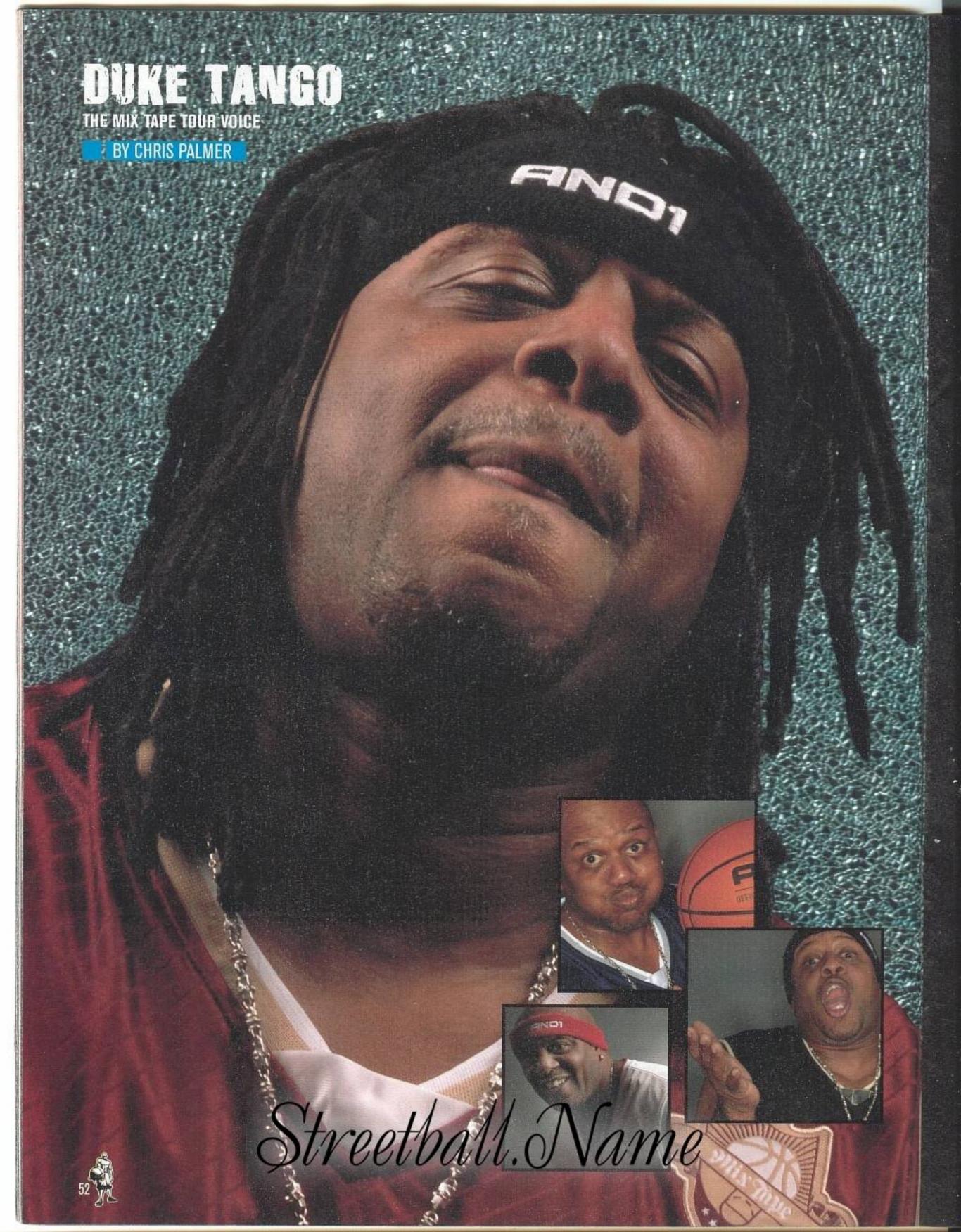
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WHEN YOU HEAR HIM BELT OUT THESE TWO WORDS, YOU KNOW YOU JUST SAW SOMETHING GOOD. "OH, BABY!" SCREAMS DUKE TANGO, THE VOICE OF THE AND 1 MIX TAPE TOUR, EVERY TIME A BALLER DIGS DEEP INTO HIS BAG OF TRICKS TO WOW THE FANS. AFTER 15 YEARS OF DISHING OUT CATCHY NICKNAMES AND CROWD-PLEASING CATCH PHRASES, DUKE TOOK HIS SHOW ON THE ROAD, BECOMING THE OFFICIAL ANNOUNCER OF THE AND 1 MIX TAPE TOUR.

CHECK OUT WHAT DUKE'S GOT TO SAY ABOUT SKIP TO MY LOU, RON ARTEST AND THE FUTURE OF STREETBALL. OH, BABY!

You helped revolutionize how streetball games are announced. How did the idea of the on-court MC originate?

Back in the day at Rucker Park, and a lot of other street tournaments around New York City, tournament organizers would hire hip-hop DJs to set up a sound system with turntables, speakers and a microphone to entertain the crowd during the game. We wanted to call the games just like on TV, but decided it would be far more entertaining if it aired over the PA system. The idea was to get a few laughs and create a fun environment that mirrored what you saw on the court. Before cordless mikes, the MC was confined to the baseline or wherever the DJ was set up. You basically had to stay in one place the whole game. But cordless mikes have freed up annoncers to the point that we're almost part of the action.

You've handed out more nicknames than Chris Berman. What does it mean for a streetballer to be given a handle by Duke Tango?

It simply means that you've arrived. It makes you legit. You've got to remember that I've seen anybody and everybody who's ever played streetball in New York City. If you stepped on a basketball court, I know your name, If you impressed me, I gave you one. If I've given you a name that means you've really done something special. But you can't do it just once. I've got to see a guy put in work three, four, five times before I even think about tagging him. But every time a player keeps a nickname I've given him, it's definitely an honor.

How many Mix Tape ballers owe their nicknames to you?

Nearly all of them. The tour started in 2000 with seven original members including Main Event, Half-Man, Half-Amazing, Shane The Dribbling Machine and Future. All those names came from me. Throw in High Octane, Prime Objective and Alimoe the Black Widow, too. I gave those guys their nickname years earlier at Rucker Park, But now I'm naming the new guys on the Tour, like Professor. The names just popped out of my head in the spur of the moment. Anthony Heyward does some incredible dunk, so okay, he's now known as Half-Man, Half Amazing. It's just a wonderful thing to me. The names just seem to stick but it's not something I planned. A lot of-kids don't even know these guys' real names.

A lot of NBA ball players have come through the Rucker during your days as MC. Who are some of the pros you've given nicknames?

Stephon Marbury was already known as Starbury, but I called him The Handler because of his handles. Joe Smith is The Beast. Probably the best nickname went to Ron Artest. When I first saw this young kid from Queens, he was about 18 and just roughing everybody up. Nobody wanted to get in his way. This kid was just a warrior so I started calling him The True Warrior. He loved the name so much that's what he ended up calling his record label.

And you're responsible for the nickname of the man many call the greatest streetballer ever.

That's right, Rafer Alston, forever known as Skip To My Lou. He first came to Rucker when he was about 12 years old. He had a confidence about him that made you want to keep an eye on him. After a couple years, when he began to dominate the

games, he had this habit of skipping alongside of the ball when he pushed it across halfcourt. It was his way of saying that nobody could take the ball from him. Once, he crossed up a defender who tried to steal the ball from him in the backcourt. He went between his legs and left the man reaching for air then took off down the court and began to skip. I was so amazed that I shouted out, "Ladies and gentleman, you have just seen Skip To My Lou!" The crowd went berserk and a legend was born that day. After the game, my partner, Al Cash, came up to me and said "You just handed out another birth certificate."

As Tour announcer, what is your goal for each game?

Well, before I even step on the court, I've got to make sure I've had plenty of rest and have myself in shape. It's not easy to run up and down with these guys, even if I am just walking most of the time. But once I step out there it's my job to set the tone for the entire arena. It's all about energy. During every game there are going to be fulls in the action. It's not going to be fast paced 100-per-, cent of the time. That's when I really have to step up and make things exciting for the fans. Sometimes I'll go up in the stands and interact with the fans, bust on them or just joke around. Humor is a big part of what I do. You gotta keep them laughing so they enjoy the entire experience. I don't commentate, I perform.

What do you do to motivate the players?

7. I'll call those guys out. Plain and simple. If somebody is slacking off I'll say. 'So-and-so is busting your butt' or something that will get him going. I'll scream at somebody over the mike and I don't care if they don't like it. If I get on somebody that's just as bad as getting dunked on because the crowd is going to eat it up. But sometimes I don't let it get to that. I make them raise their games by pitting one man against the other without them knowing it. For example, I'll tell Main Event that Helicopter is going to be unstoppable and that there's no way he can check him. Then a few minutes later. I'll tell Helicopter that Main was talking about him. By the time the game rolls around, each man is out to prove he's got a better A game. That's how I raise the level of competition.

You've been around a while. What's the biggest difference between streetball today and streetball five years ago?

Back then, it was just basketball. When guys played, it was just straight buckets, going hard every night. It was about scoring and beating your man. Today, it's mostly about tricks. You couldn't get away with that stuff back then, but over the years the showmanship factor evolved and it's more about entertainment. That's what people want to see, and that's why it's gotten as big as it has today.

Where is streetball going? How big do you see this becoming? 9. Huge Look how fast it's grown in just five years. Look at the TV show. Look at the Tour. Look at the fact that new players burst on to the scene all the time. There are players all over the country just as good as the guys we have and they want to be on the Tour, too. They've all got their own fresh new moves and that's how the game keeps evolving. Announcing is the same way. Who's going to be that next great announcer? Nobody, Because I'm not ready to give it up yet.



VIRTUAL TOUR

THE MIXTAPE TOUR GOES DIGITAL FOR GAMERS

BY JON ROBINSON

EVER DREAM OF BOUNCING THE BALL OFF OF THE PROFESSOR'S HEAD, DRIBBLING THE ROCK THROUGH AO'S LEGS, THEN THROWING ONE DOWN ON BIG ESCALADE?

orget the Open Run, if you want to be the ultimate street baller, all you need to do is flip on your Xbox or PS2 and pop in the latest game from Ubisoft featuring the stars of the AND 1 tour.

"We're going to be as true to the street as possible," says the game's producer, Jose Viletta. "We're not going to have people dunking from half court, nobody is floating in the air. These are moves being done by real people, the moves they use to make it happen on the court. We're going to be really faithful to AND 1."

And to do that, the game makes you the star of Story Mode, letting you live out the dunks and denials that go along with your attempts to join the AND 1 Mix Tape team. You creat your character, create your moves, then head out to create your legend at the first Open Run. There you try to earn enough respect to be asked back, with a spot on the roster and an AND 1 shoe contract as your ultimate dream. And to help you on your way to street legend status, for the first time in any basketball game, you're even going to get to create your own set of moves and combos for your character, enabling you to hit the courts with as much creativity as you desire.

The I Ball control system can create moves as simple as a crossover, followed by a dunk and a dance, to something a lot more intricate, like wrapping the ball around your defender's head, bouncing it off his dome, then finishing with an alley-oop to get the crowd on its feet.

"You're going to feel like, not only are you doing all of the moves of your favorite players like The Professor and AO, but you're going to be able to create your own signature moves," says Villeta. "That's what is going to put it over the top. It's not what the game is telling you to do, it's what you're creating, what you're telling the game to do.

"This game is going to show you what The Professor went through, what Spyda went through as you go out to different cities on tour. You compete in the tournaments on the most famous street courts around, like Rucker Park and Venice Beach, go out and get the rights to continue on the tour. Sleep on the bus, get your text messages coming in, you're hot, you're not hot, the crowds might boo you if you suck, you'll even be given a nickname if you earn it. In the end you're going to get a

good view of what it's like to live the life of a AND 1 street baller."

Game modes include one-on-one or twoon-two half court as well as three-on-three, four-on-four, and five-on-five full court. And if that competition isn't enough, you can also take your created baller and all of his created moves online where you will earn a reputation based on how well you play against other created characters across the country.

The game even includes all of the hazing the new players go through when they join the tour. From forcing your character to do pushups by the side of the bus to the relent-

"You're going to feel like, not only are you doing all of the moves of your favorite players like The Professor and Hot Sauce, but you're going to be able to create your own signature moves"

-Villeta

less trash talking, it's in the game, and it's based on the reality of what players like The Professor went through his first year on tour.

"They had us do pushups, run sprints, carry around dolls, stupid things like that, in order to gain your right to be on the team. They went out and bought these life size dolls of these two chicks at a truck stop. Spyda had a white one and I had a black one because they thought that would be funny. So they made us carry those dolls around for a while," Professor says with a laugh.

"That would be crazy if that made it in the video game. People who watched season two know about the dolls, and they still ask me about it today. They'll be like 'Where's your doll at?' I know me and Spyda, when we got on the bus, we actually pulled a prank on the players.

"We were getting tired of them messing with us, so we gave everybody a wakeup call one morning at around 5 a.m. That was our way of getting back."

And what tricks did The Professor pull his second year?

"I made Flight dress up like a girl at the mall.

Made him put on these small-ass clothes and walk around."

Besides looking forward to reliving his days with dolls and dresses, The Professor might just be the most excited AND 1 baller for the game, and he has good reason to be as a lot of the moves you're going to see on your TV were actually motion-captured by the man who has no problem taking defender's to school.

"I know the moves I did for motion-capture, and I just want to see them in the game, see if I could tell those moves were me," Professor says. "For the game I did all of the running as well, so the basic running strides of people, that's me. They had me run, sprinting fast, that's my form. They had me walk up the court, then they even had me do some dance moves, just messing around. So I'm excited to see what that looks like. See if you'll be able to tell it was me doing the mo-cap."

And the team of producers creating the game love the involvement of the various AND 1 players, even getting weekly calls from the players on tour to check up on their characters.

"Professor calls me at the office all the time," Villeta says. "He wants to know how the game is coming, if he could help in any way. 'Tell me what you want me to do and I'll help you make the game as authentic as it can be,' he always tells me. In the end, we're helping promote the players, so they want to look as good as they can."

"I can't believe how realistic these games are getting," The Professor said, reflecting one last time on the game. "I never thought I'd be in a video game. This is one of the coolest things that has happened to me."

But what's so good about being a video game character?

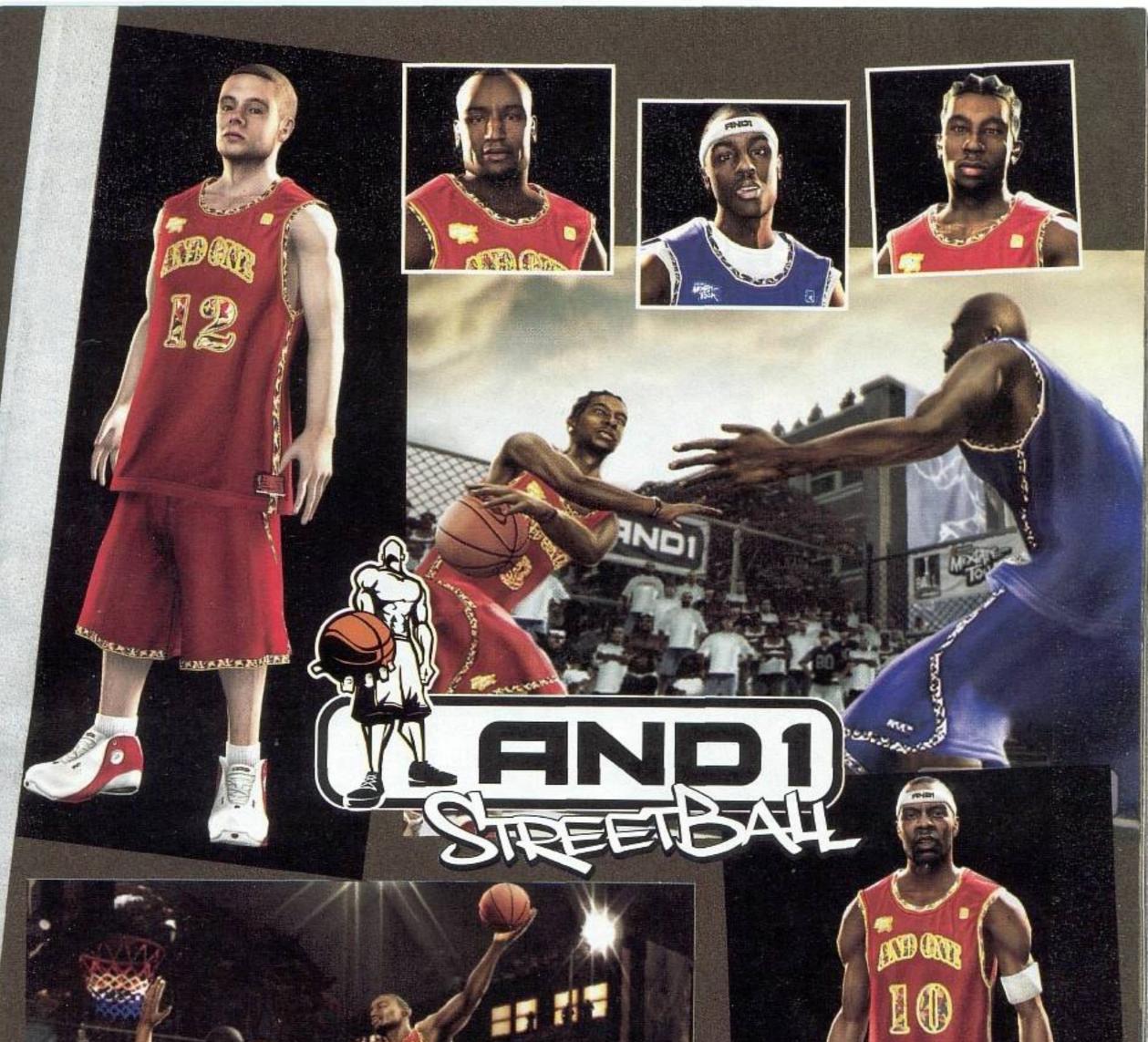
"You can shoot 100% from the field. I'm going to create some moves in this game that crosses over my defender ever time, makes them fall down at my every move."

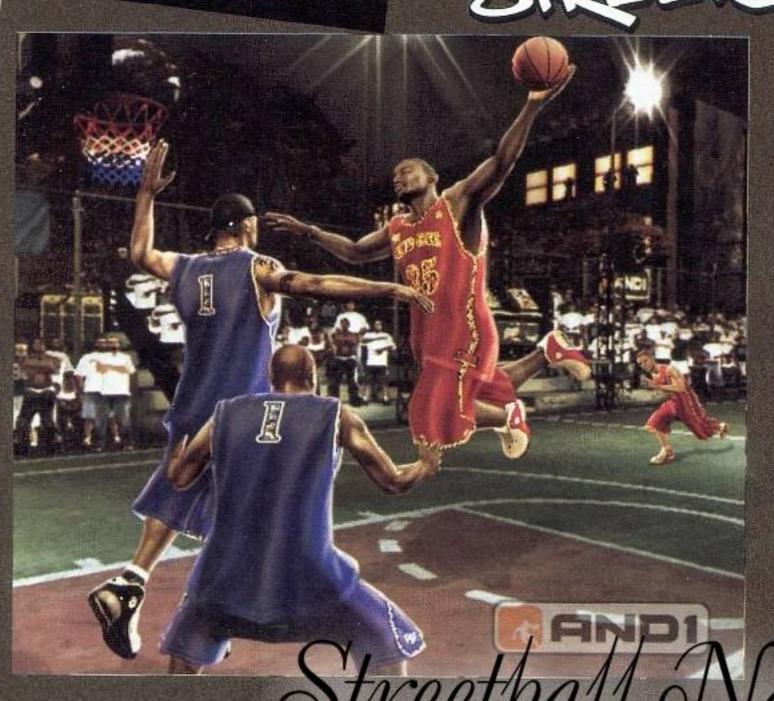
And that's the dream of everyone with handles, or dreams of one day having them. A dream that you can at least make a cyber-reality in time for the holidays when the game is released.

The Professor is already waiting for his copy.

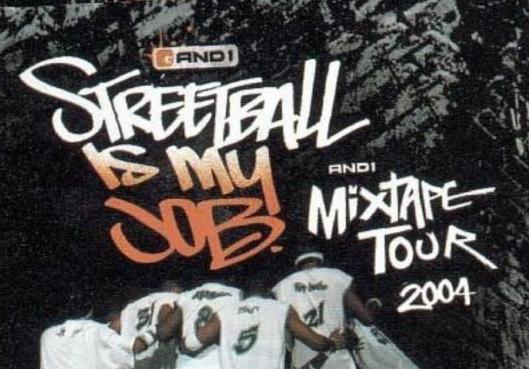
"This game has everything we go through on tour. The only thing missing is the after party"











THE MIXTAPE VOLUME 01

VOLUME 02

FEATURING OF KOOL KID

FEATURING DJ KOOL KID

THE SOUNDTRACK

THE BEATS ARE JUST AS IMPORTANT AS BALL TO THE TOUR'S SUCCESS

BY DL SAYLES

PICTURE IT. BIG GAME AT MADISON SQUARE GARDEN. OR THE MCI CENTER. OR EVEN AMERICAN AIRLINES CENTER.

TERROR SQUAD'S "LEAN BACK" BUMPIN' IN THE BACKGROUND.

OR PICTURE THIS. STANDING-ROOM ONLY CROWD AT THE RUCKER. A LITTLE JADAKISS, NAS OR FABOLOUS PLAYING IN THE BACKGROUND WHILE PEOPLE – AND PLAYERS – GET THEIR DANCE ON BEFORE, DURING AND AFTER THE GAME.

hey say music soothes the savage beast, but it also makes a party hype, and any game affiliated with AND 1 can become a party fast.

Take it from some of the AND 1 Mix Tape Tour players. There's nothing better than the atmosphere that can be created at an open run or Mix Tape Tour game. Fans chant your name almost as if you're the biggest star in the history of anything and everything. Duke Tango's wildin' out and calling out the scrub of the minute with every shake, bake and ankle break.

And then there's the music. It's like subliminal hypnosis.

Check the stands, and you can see it. Heads nod to a little Mobb Deep, Snoop, Eminem. You name it, it's hot. And it's not just the thousands of fans that are feelin' it.

"You hear that music, and you get hype. It's almost like being at the club," AO said.

Added John "High Octane" Harvey: "When I hear that TI, man ..."

The music of AND 1 is like a legal drug, and everyone's getting hooked to the narcotic. Credit AND 1 and Greenpoint Pictures for keeping the tapes fly and the arenas jumpin'.

Watch the tapes and see the genius of Mike Kuhn and the rest of the Greenpoint crew. Kuhn, the executive director of GP, puts together the soundtracks for the tapes. Greenpoint has been affiliated with AND 1 since the Vol. 4 tape.

A true hip-hop head, Kuhn keeps his

"You hear that music, and you get hype. It's almost like being at the club" -.AO

tapes gully. He stresses only the best getting on the playlist. Most of the time, you won't be hearing many radio cuts. If it is mainstream, it's fire - nothing less.

"I grew up listening to hip hop, the real East Coast stuff," Kuhn said. "I want to make sure stuff is right on the tapes. Groups need to be established or have a strong regional buzz if they want to make it. We try to get the newest music possible."

Vol. 7 featured Mobb Deep, Masta to be a show."

Killa and the Beastie Boys. Past volumes included Mos Def, Snoop, Talib Kweli, Common and Rass Kass. Lyrically gifted artists are the norm. So is a desire to keep things fresh. Expect to hear more artists from other regions of the country. While previous tapes have been predominantly East Coast, Kuhn said future tapes would include more artists from the Midwest, Dirty South and West Coast.

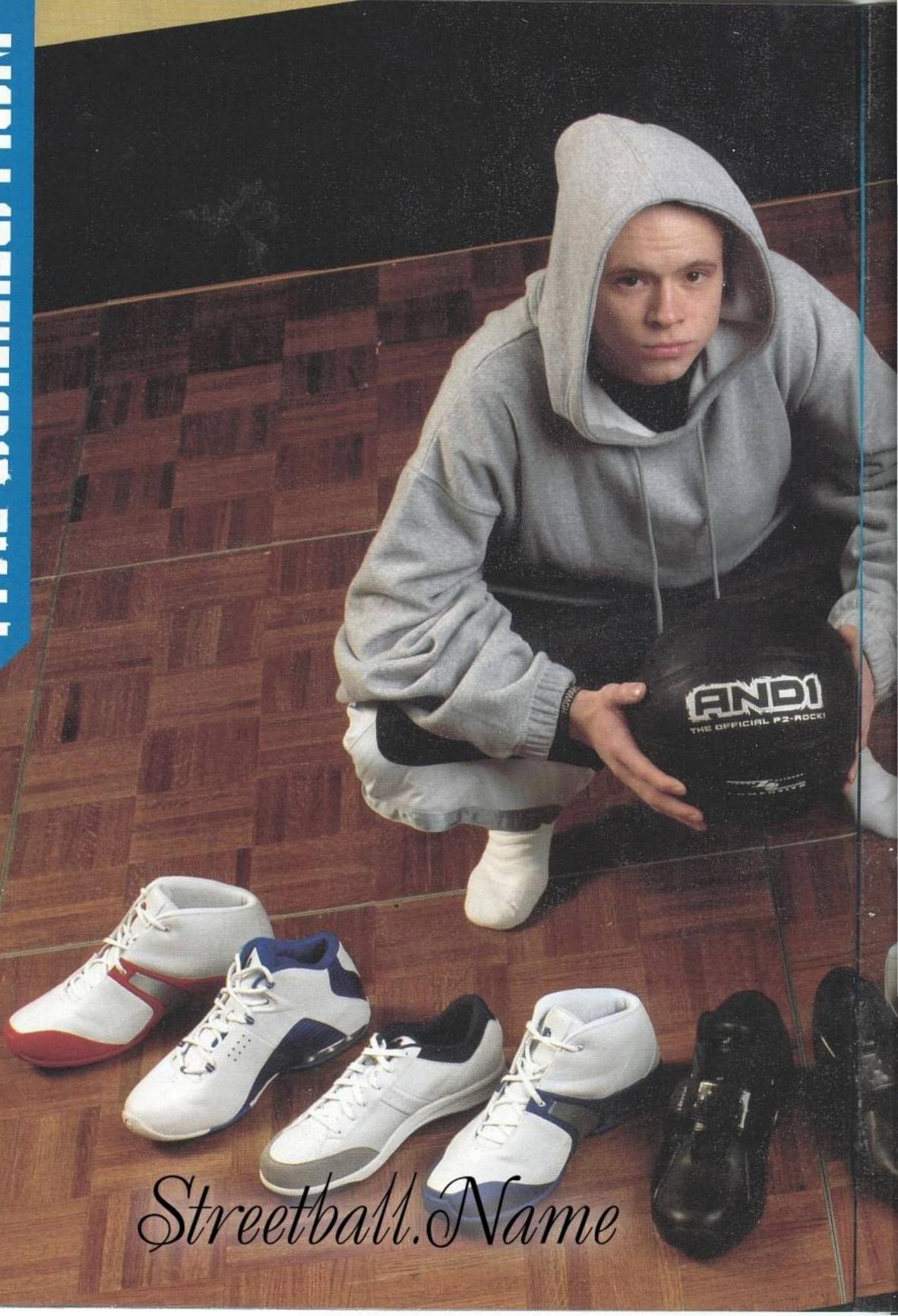
Most importantly, Kuhn said the music would resemble the tapes. Street music for streetball.

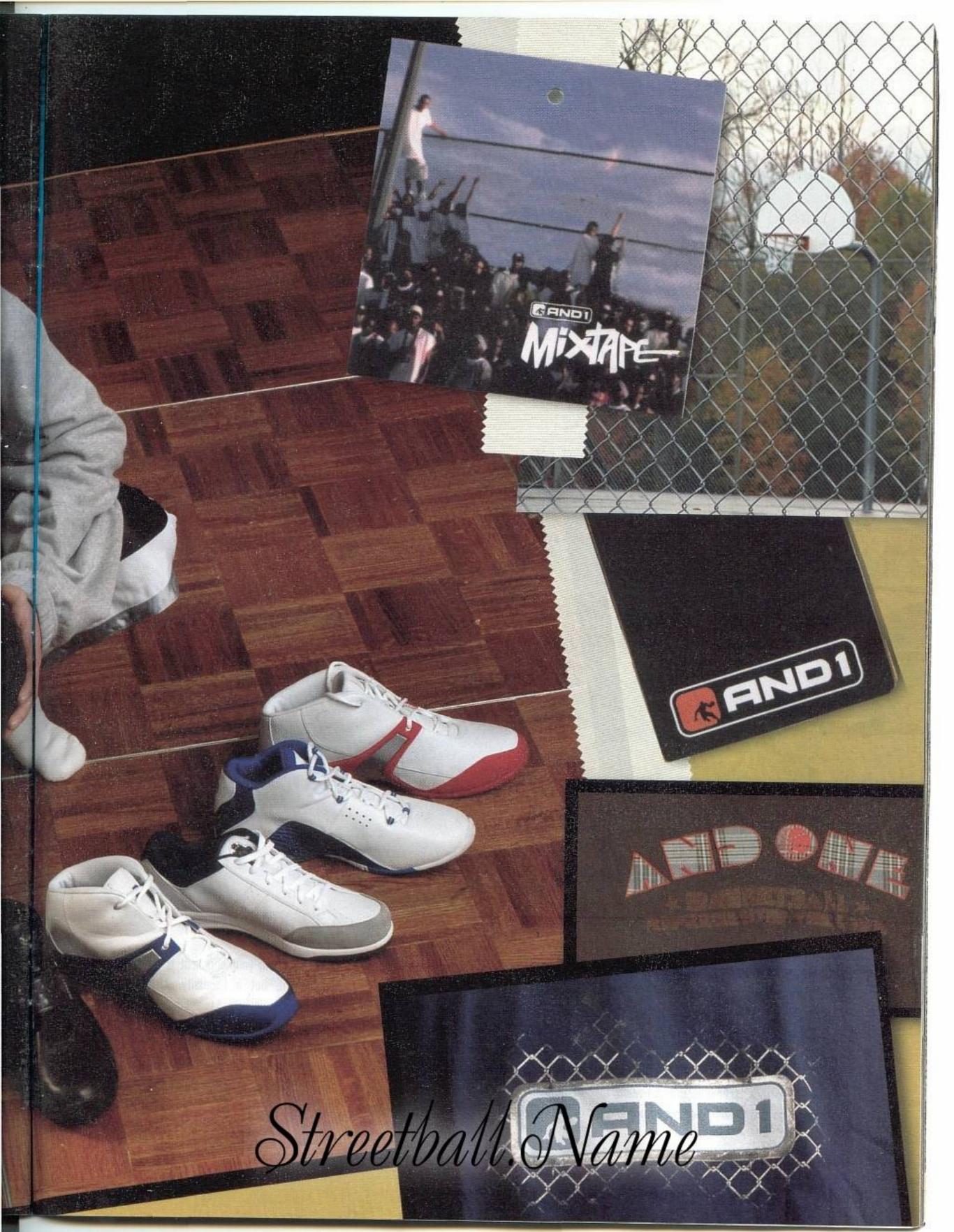
"We said it in Vol. 5; this is hip-hop basketball," he said. "We're not the NBA. This is the anti-Bob Costas. It's edgy, it's in your face. It's real hip-hop. That's the whole idea."

While Kuhn and Co. keep it raw and uncut for the tapes, the live tour games have their own spinmaster. Look for AND 1 to break in a new D.J. once again this season. Expect the unexpected from the new man. Expect "being on point" to not be good enough. That's how important the beats are to the tour.

Said Dennis "Spyda" Chism: "Everybody better watch out. It's going to be a show."









Summer is coming...are you ready?

For different people, summer means different things. Some laze about at the beach or by the pool, trying to keep cool and drinking lemonade while people watching. The girls are in bikinis, and baseball season is finally in full swing. For kids, school is out. Freedom to sleep in, go to the mall, hang out with friends,

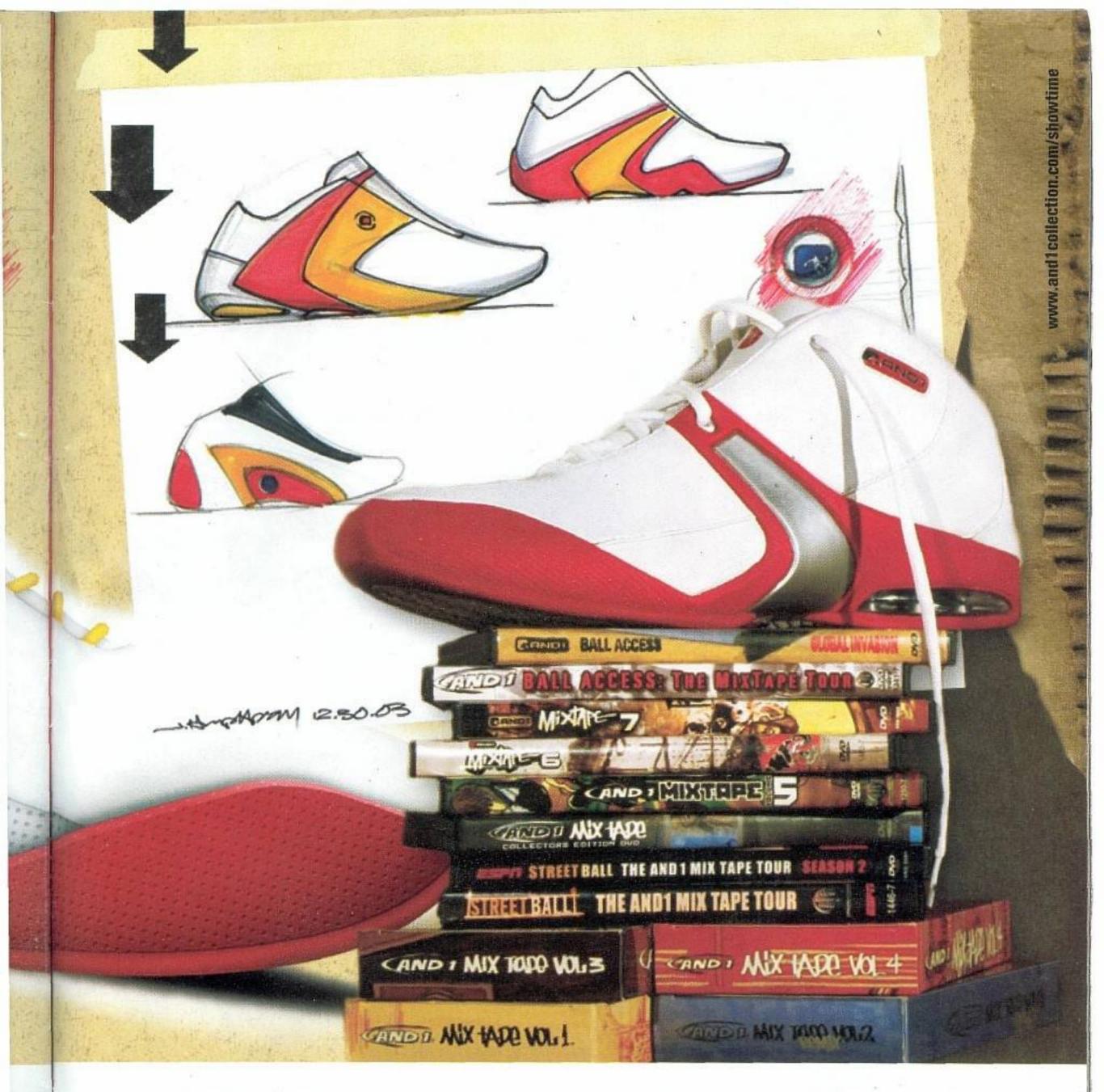
whatever floats your boat. It's all good in the summer.

But hoop junkies only know one thing: basketball. Hitting the courts and blacktops, summertime hoops is a tradition all its own. Lacing up the sneaks and playing 'til the sun goes down, summer hoops is fast and furious and not for the timid. Egos clash, trask in talker, and one-upping your opponent is not only a requirement, but a necessity. AND 1 has brought street basketball to another level, starting with the trashtalk tees in the early-90s all the way to the 2005 AND 1 Mix Tape Tour.

Every summer, the Mix Tape Tour hits arenas across the USA, and every summer, a new sneaker is debuted. This summer's no differ-

Streetball. Stalked, sneaker is debut





ent, with the AND 1 Showtime as the 2005 tour shoe. Featuring full-grain leather uppers mixed with the latest cushioning technology, the Showtime provides the right mix of flash and functionality for streetball legends and legends-in-training.

Sitting down with John Humphrey, the designer of the AND 1 Showtime I got to talk

to him about inspiration and the main features of the shoe.

"The main detail is the lateral and medial support structure on the shoe" says, Humphreys. "The support structure provides stability and reinforcement on the sides of the shoe, done with a support structure in the form of a TPU mid-foot support wing. The support

wing does exactly as advertised (it supports the mid foot area). There's also the airbag, which provides cushioning for the wearer after a vicious dunk. All of this tied into a sleek package that got its inspiration from some of the greatest moments in Mix Tape history."

The best streetballers will have the Showtime this summer, Will you?



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SGT Shankia Bethel, 92Y Unit Supply Specialist, U.S. Army

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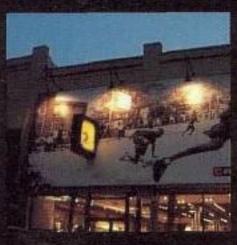
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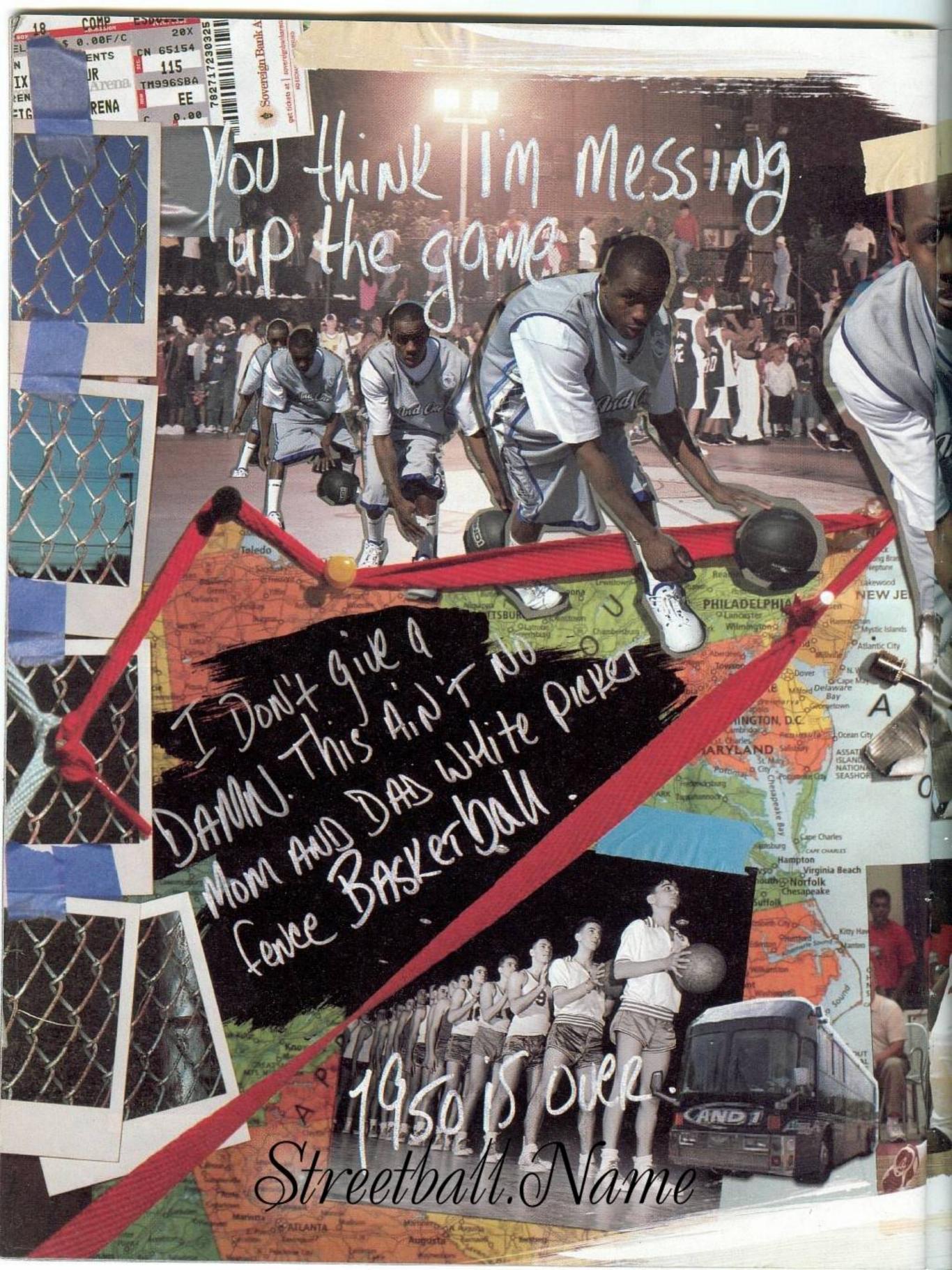
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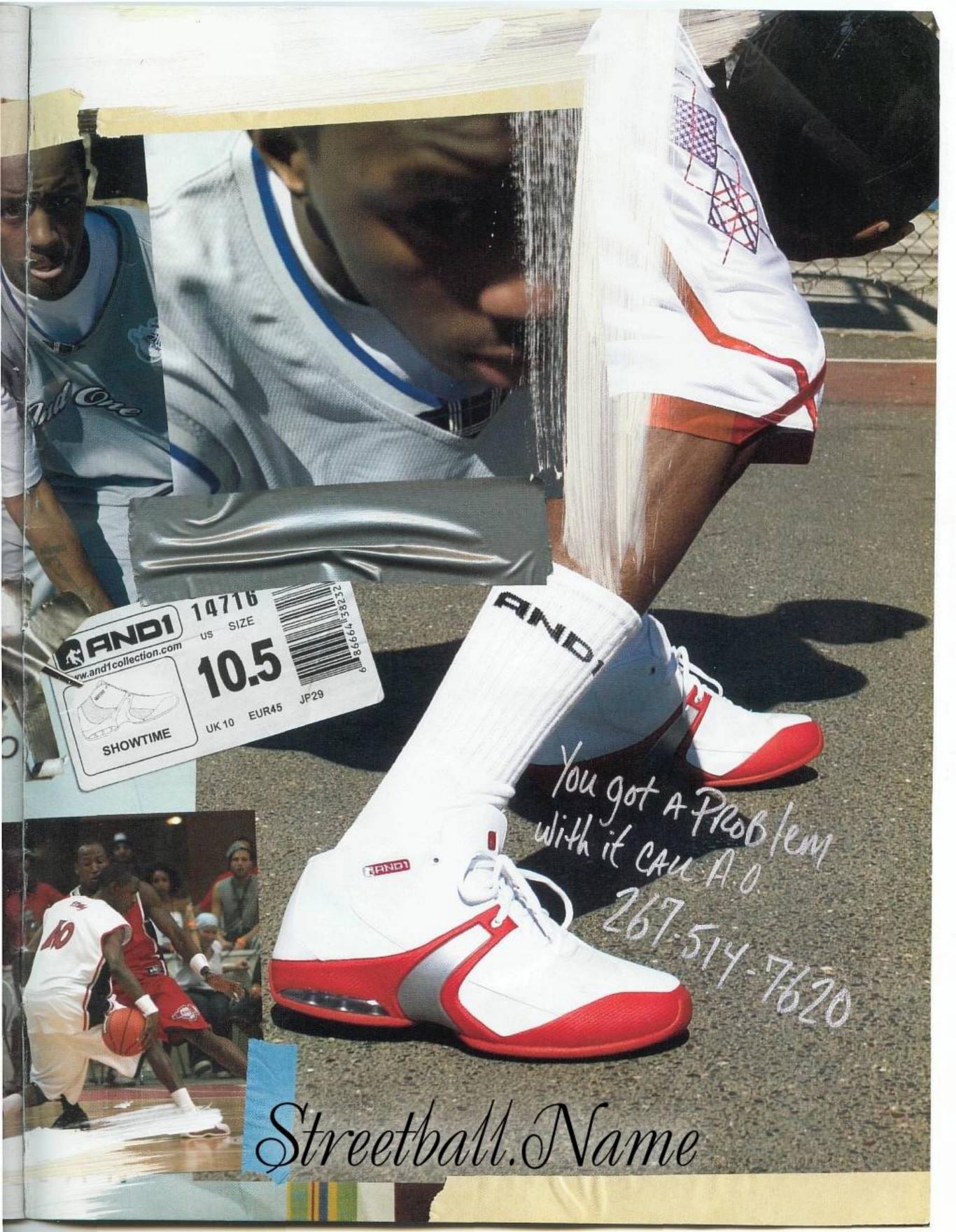
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