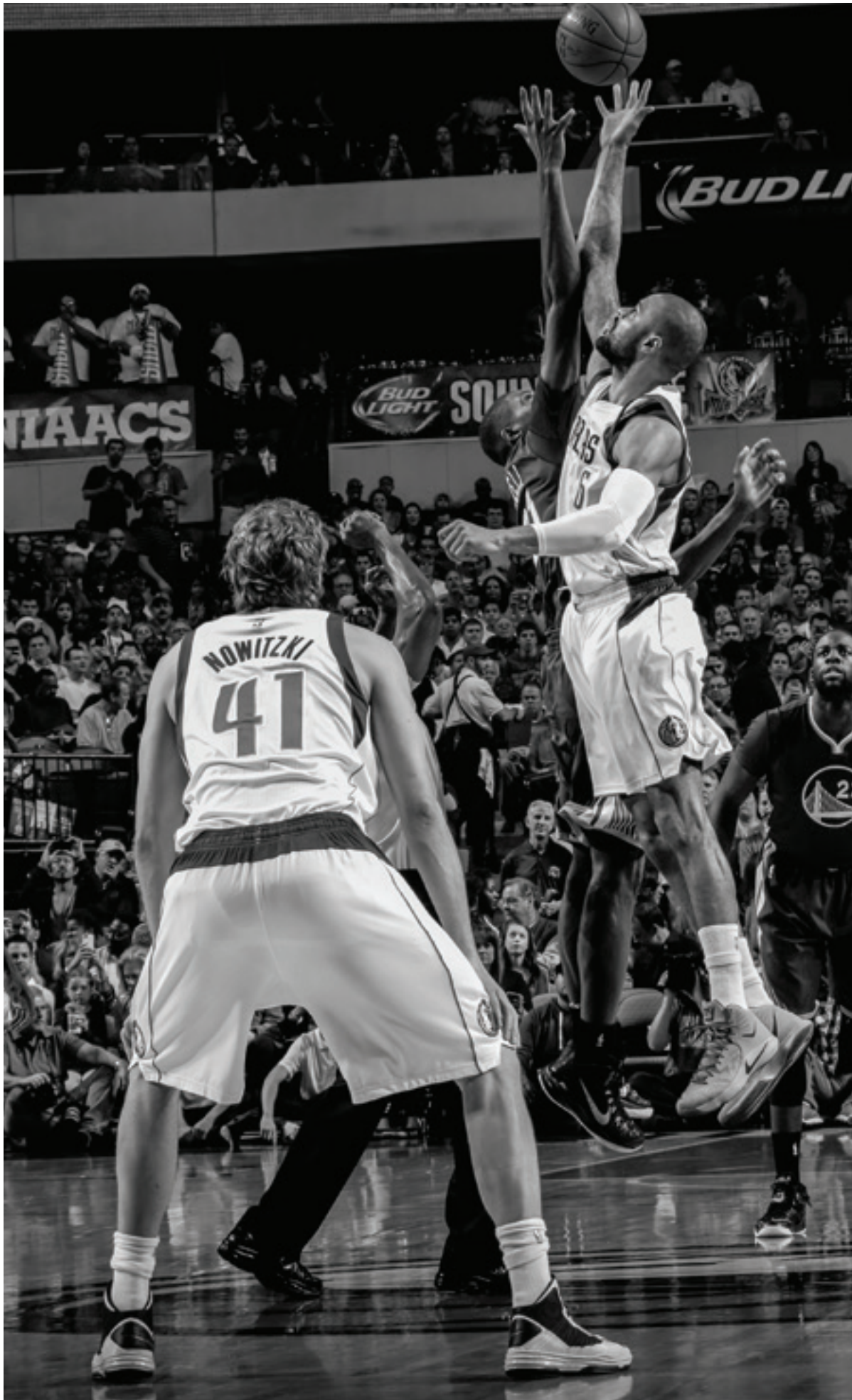






DALLAS MAVERICKS **RENEWAL INFORMATION GUIDE**



As many of you may know, this year marked the Mavericks 35th anniversary. It also marked my 15th year as owner of the Dallas Mavericks. Throughout those years, the Mavericks have experienced many milestones. This season, we welcomed back some fan favorites, added a few more significant pieces, celebrated Rick Carlisle as he coached his 1,000th game and have been witness to Dirk's continued climb up the All-Time NBA Scoring list.

In this time, through all of my experiences, I have learned that the Dallas Mavericks are more than a basketball team, more than an organization. We are a family. On behalf of the entire organization, thank you for filling American Airlines Center, for getting rowdy during home games, for watching the team when they are on the road, for keeping up to date on all of the latest Mavericks news, and for proudly wearing your Mavs blue. Our season ticket holders share their passion and energy at every game and together we are all integral parts of the Mavericks family.

We are proud to be your team and even more honored to be a part of your family. As an organization, the Mavericks are committed to providing our fans with an unforgettable experience every time they attend a game. Donnie, Coach Carlisle and I continue to work together to build the best possible roster. Our players take pride in leaving everything they have on the court and our staff works tirelessly to create memorable moments for all in attendance.

We all share in every emotion; we've cheered after game-winning buzzer beaters, we've laughed while the ManiAACs perform a fantastic routine and we've cried as we witnessed soldiers surprise their families. These are the moments that create MFFLs. The Mavericks bring us closer to each other and to our own families. We thank you for your continuous loyalty and support and we look forward to sharing many more memories with you in the future as we continue to pursue our journey for another NBA championship.



Mark Cuban
MFFL

SEASON TICKET HOLDER BENEFITS AND LOYALTY PROGRAM

We value our Season Ticket Holders and are constantly looking for new ways to show our appreciation. Last season we announced MFFL loyalty groups based on tenure. Here are some of the exclusive events and experiences we will offer as part of our Season Ticket Holder Benefits and Loyalty Program.

LEGENDS 20+ YEARS SEASON TICKET HOLDER 1980-1996	HALL OF FAME 11-19 YEARS SEASON TICKET HOLDER 1997-2005	MVP 4-10 YEARS SEASON TICKET HOLDER 2006-2012	ALL-STAR 1-3 YEARS STH SINCE 2013
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EXCLUSIVE EVENT BASED ON LOYALTY PROGRAM				
LEGENDS 20+ YEARS	HALL OF FAME 11-19 YEARS	MVP 4-10 YEARS	ALL-STAR 1-3 YEARS	ALL SEASON TICKET HOLDERS
TIPOFF LUNCHEON WITH THE ENTIRE TEAM	CHALK TALK WITH MAVS FRONT OFFICE	LOCKER ROOM LUNCHEON	INVITE-ONLY WATCH PARTY	SEASON TICKET HOLDER APPRECIATION EVENT

SEASON TICKET HOLDER RECOGNITION BASED ON LOYALTY PROGRAM			
LEGENDS 20+ YEARS	HALL OF FAME 11-19 YEARS	ALL SEASON TICKET HOLDERS	
IN-GAME RECOGNITION & PRESENTATION ON THE COURT	TIPOFF PROGRAM FEATURE ARTICLE	SEASON TICKET HOLDER WALL ON AAC CONCOURSE	

EXCLUSIVE EXPERIENCES

High Five Line
 Watch Pre-Game Shootaround Courtside
 Gentleman Jack Dinners (full season plans only)
 Player Autograph Sessions
 STH Pre-Game Mixers
 Priority Seating
 Purchase Tickets before General Public
 First Option for Playoff Tickets
 and Guaranteed Playoff Seats (full and half plans only)
 Exclusive Opportunity to Upgrade Seat Location

SPECIAL OFFERS

Early Renewal Incentives (based on tenure and ticket plan)
 15% Merchandise Discount at The Hangar
 100% Attendance Prize Drawings (full season plans only)
 Season Ticket Holder Discounts to Mavs Events
 Season Ticket Holder Pin based on Loyalty Group
 Exclusive Season Ticket Holder Holiday Gift

Exclusive events, experiences and recognitions are offered through a lottery system within specified loyalty groups and are based on availability.
 All events and items are subject to change each season.

EARLY RENEWAL GIFT CARDS



FREE GIFT CARD

Spend \$2,000 or more, renew and make your first 25% payment by **MARCH 4, 2015** (two weeks prior to deadline) and receive a Mavs Food & Beverage/Merchandise Gift Card.

TOTAL SEATS ON ACCOUNT VALUED AT	MFFL LOYALTY GROUP			
	ALL-STAR 1-3 YEARS <small>STH SINCE 2013</small>	MVP 4-10 YEARS <small>SEASON TICKET HOLDER 2006-2012</small>	HALL OF FAME 11-19 YEARS <small>SEASON TICKET HOLDER 1997-2005</small>	LEGENDS 20+ YEARS <small>SEASON TICKET HOLDER 1980-1996</small>
\$2,000 - 9,999	\$50 GIFT CARD	\$75 GIFT CARD	\$100 GIFT CARD	\$120 GIFT CARD
\$10,000 - 19,999	\$200 GIFT CARD	\$225 GIFT CARD	\$250 GIFT CARD	\$300 GIFT CARD
\$20,000 - 29,999	\$400 GIFT CARD	\$450 GIFT CARD	\$500 GIFT CARD	\$550 GIFT CARD
\$30,000+	\$600 GIFT CARD	\$650 GIFT CARD	\$700 GIFT CARD	\$750 GIFT CARD

Account payment must be received and executable prior to 5:00PM on March 4, 2015 in order to receive the free gift card. No exceptions will be made for payments that arrive after March 4, 2015.

One gift card per account, individual or company.

Gift card valid for 2015-16 season.

3 GAMES OF GIVING

Renew and make your first payment by **MARCH 4, 2015** to be eligible for 3 great prizes and an on-court recognition during a Mavs home game!
3 lucky winners will be selected on March 5th.

PRIZES INCLUDE



**\$500 MAVS
GIFT CARD**
AWARDED MARCH 10TH



**AUTOGRAPHED
DIRK NOWITZKI
JERSEY**
AWARDED MARCH 13TH



**\$1,000 CREDIT
TO BE USED
TOWARD
SEASON TICKETS**
AWARDED MARCH 16TH

NEW PLAN · BEST WAY TO SAVE



3-SEASON AUTOMATIC RENEWAL PLAN

RENEW NOW THROUGH 2017-18 SEASON & SAVE

LOWEST MONTHLY PAYMENTS

LOCK IN THIS SEASON'S EARLY PAYMENT PRICING
—— INSTANT SAVINGS ——

GUARANTEED LOWEST POSSIBLE PRICE
THROUGH 2017-18 SEASON

YEARLY EARLY RENEWAL BENEFITS

INITIAL PAYMENT
DUE BY
MARCH 18, 2015

10%

OF 3-SEASON TOTAL
(2014-15 EARLY
PAYMENT
SEASON COST)



20 EQUAL
MONTHLY
PAYMENTS

5%

OF ORIGINAL
BALANCE AFTER
1ST PAYMENT



ZERO PAYMENTS
AFTER
NOVEMBER 2016

0%

PAID IN FULL
THROUGH
APRIL 2018

MAVS.COM/RENEWALS
SEE REVERSE SIDE FOR DETAILS

NEW PLAN · BEST WAY TO SAVE

3-SEASON AUTOMATIC RENEWAL PLAN DETAILS & EXAMPLE

The example below assumes \$10,000 is the early renewal price for your tickets and parking.
Total 3-season price in example below is \$30,000.

		MONTH	PAYMENTS	TOTAL PAID	PLEASE NOTE
EXAMPLE	2015	March	\$3,000	\$3,000	10% OF 3-SEASON AMOUNT DUE BY MARCH 18, 2015
		April	\$1,350	\$4,350	
		May	\$1,350	\$5,700	
		June	\$1,350	\$7,050	
		July	\$1,350	\$8,400	2015 PLAYOFF PAYMENT DUE
		August	\$1,350	\$9,750	
		September	\$1,350	\$11,100	
		October	\$1,350	\$12,450	
		November	\$1,350	\$13,800	
		December	\$1,350	\$15,150	
	2016	January	\$1,350	\$16,500	2016 PLAYOFF PAYMENT DUE
		February	\$1,350	\$17,850	
		March	\$1,350	\$19,200	
		April	\$1,350	\$20,550	
		May	\$1,350	\$21,900	
		June	\$1,350	\$23,250	
		July	\$1,350	\$24,600	ACCOUNT PAID IN FULL FOR 3 SEASONS
		August	\$1,350	\$25,950	
		September	\$1,350	\$27,300	
		October	\$1,350	\$28,650	
		November	\$1,350	\$30,000	
		December	\$0	\$0	
	2017	January	\$0	\$0	2017 PLAYOFF PAYMENT DUE
		February	\$0	\$0	
		March	\$0	\$0	
		April	\$0	\$0	
		May	\$0	\$0	
		June	\$0	\$0	
		July	\$0	\$0	
		August	\$0	\$0	
		September	\$0	\$0	
		October	\$0	\$0	
		November	\$0	\$0	
		December	\$0	\$0	
	2018	January	\$0	\$0	
		February	\$0	\$0	
		March	\$0	\$0	
		April	\$0	\$0	

- » 10% of the total 3-season price is due by March 18, 2015 and the balance of the three seasons is paid out equally over the remaining 20 months.
- » Customers on this plan also receive an invite to an exclusive annual event hosted by Mavs VIPs.
- » This program guarantees that you experience no price increases for three seasons. Should prices decrease, you would receive the new lower price.
- » In this example, you would have immediate savings in the 2015-16 season. Additional savings would be realized based on future price increases.
- » Customers on the 3-Season Automatic Renewal Plan receive all the benefits offered to accounts that meet the criteria for early renewal. In this example, a customer would be eligible for the Early Renewal Gift Card offer based on tenure and upcoming season’s ticket value.
- » An active credit card, debit card or ACH account is needed to participate in this program. Payments will be processed on the 18th of each month or the following standard business day if the 18th falls on a weekend or holiday.
- » Playoffs will be invoiced separately and due in July each season. Playoff rates may vary each season.
- » Available for full and half season plans. Excludes mini plans. Certain restrictions apply.

PAYMENT PLAN OPTIONS

PAY-IN-FULL DISCOUNT PLAN

Pay your renewal balance in full by March 18, 2015 and receive the early payment season cost listed on your invoice, plus receive a 2% rebate in the form of a credit good for purchases towards 2015-16 Mavs single game tickets or merchandise. (Rebate credit cannot be redeemed for cash. This program does not apply to mini plans renewed.)

MARCH 18
100%

INCLUDES 2% REBATE* & EARLY PAYMENT RENEWAL RATE

TWO-PHASE PLAN

MARCH 18 JUNE 22
25% REMAINING
BALANCE

After your initial 25% payment due by March 18, 2015, pay your remaining season ticket and playoff balance in full by June 22, 2015 and receive the early payment season cost listed on your invoice.

INCLUDES EARLY PAYMENT RENEWAL RATE

6-MONTH DISCOUNT PLAN

Spread your payments out over 6 months, starting with your 25% payment by March 18, 2015. The 6-Month Discount Plan allows you to renew at the early payment season cost, plus the added convenience of an automatic payment plan. See below for more details.

MARCH 18	APRIL 20	MAY 21
25%	20%	20%
JUNE 22	JULY 23	AUG 24
20%	PLAYOFF BALANCE	15%

INCLUDES EARLY PAYMENT RENEWAL RATE

3-PAYMENT PLAN

MARCH 18 JUNE 22 AUG 24
25% 50% REMAINING
BALANCE

Make your initial 25% payment by March 18, 2015. Second payment equal to 50% of remaining balance is due by June 22, 2015, and final payment for playoffs and remaining balance is due by August 24, 2015. This payment plan is for the regular price season cost on your invoice. *The early payment rate does not apply to this plan.*

HERE IS HOW THE 6-MONTH DISCOUNT PLAN WORKS

Simply check the appropriate box on your invoice and upon receipt we'll charge your credit card the initial 25% of your renewal balance. The remaining balance will then be automatically charged as follows: 20% (of original balance) on April 20, 20% on May 21, 20% on June 22, your playoff balance on July 23, and your final payment of 15% of the original renewal balance on August 24, 2015.

EXAMPLE

Let's say the early renewal for your 2015-16 season tickets is \$1,000 and you send this form in on February 26. We would charge your card as follows:

- \$250 on February 26 | \$200 on April 20 | \$200 on May 21 | \$200 on June 22
- For the purpose of this example, let's say that your playoff balance is \$175. We would charge your card for the \$175 playoff balance on July 23
- Final \$150 payment for your renewal would be charged on August 24

*The 2% rebate applies to Full and Half Season ticket plans paying in full only (does not apply to mini plans, parking, or multi-month payment plans). The rebate will be issued in the form of either a credit on account that can be used to purchase future tickets, or a Mavs credit card that can be used to purchase Mavs merchandise or food & beverage at American Airlines Center during the 2015-16 season. Mavs rebate credit cannot be redeemed for cash.

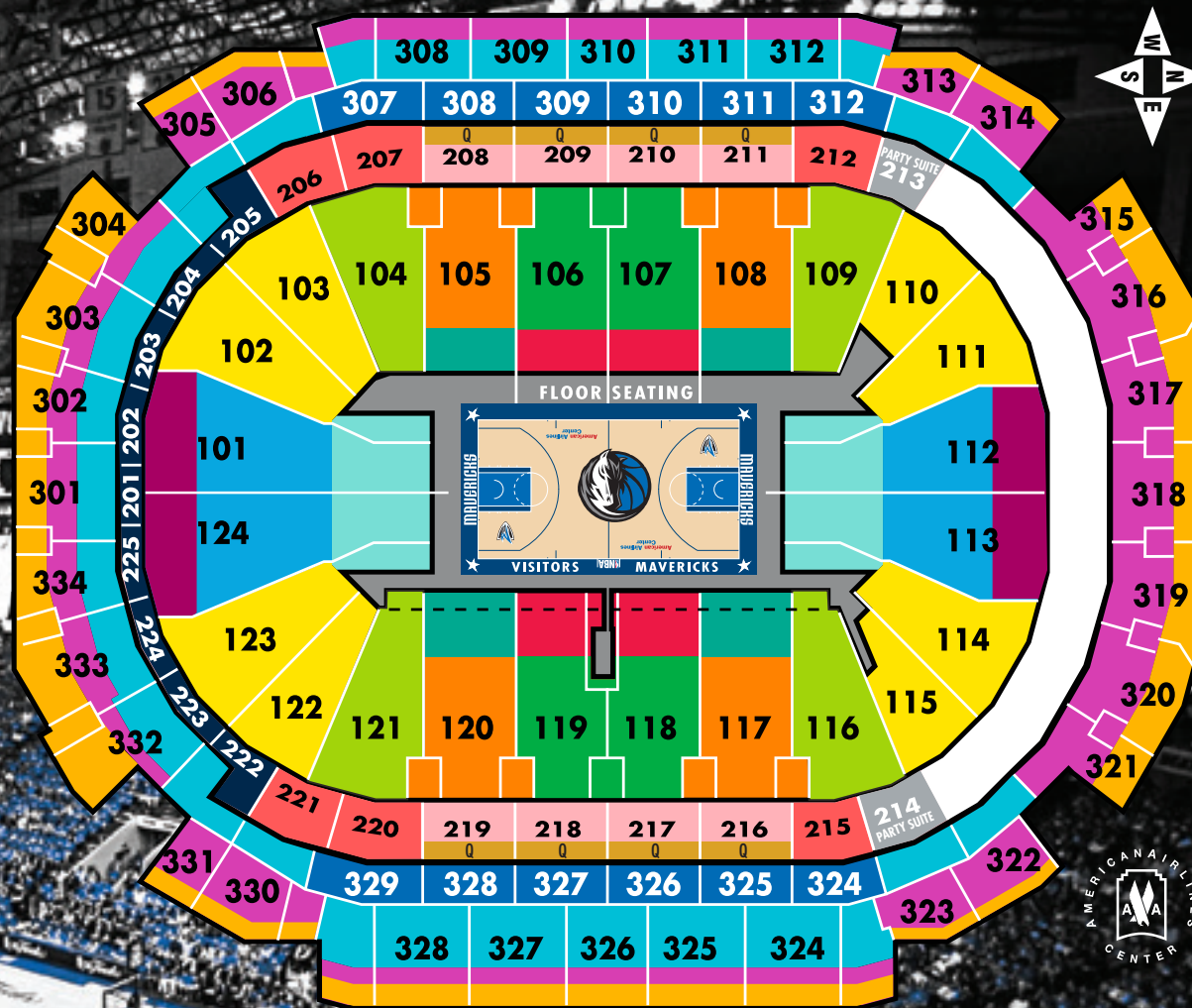


MAVS.COM/RENEWALS

The Mavs are offering season ticket holders the option to renew their season tickets and/or secure playoff tickets online by visiting mavs.com/renewals. If applicable, Mavs resale credits, as well as any other account balances accumulated prior to February 9, 2015 will be applied to your account.

Direct debit as well as credit card payments accepted

PRICE CODE REFERENCE



UPPER LEVEL

Z Y X W

PLATINUM LEVEL

S R Q COMBO

LOWER LEVEL

N M L K
J I H G F

MFFL