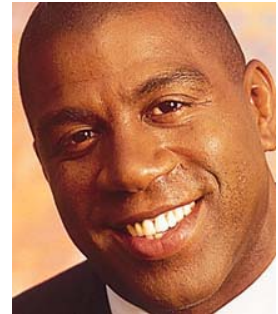


## Magic Johnson

Earvin "Magic" Johnson is an impressive man. He lights up the room with his smile and people gravitate toward his dynamic personality. He is admired for his many unparalleled basketball achievements: leading the Lakers to five NBA Titles; playing in 11 all-star games; and, playing with the original Dream Team that won a gold medal at the 1992 Olympics in Barcelona. Johnson began his winning basketball ways when he helped capture a state high school championship for Everett High School in Lansing, Michigan in 1977, and an NCAA title while at Michigan State in 1979.



Earvin Johnson, Jr. may be known for his legendary basketball career, but today the 41-year-old directs his efforts toward another lasting legacy — his growing business empire, Magic Johnson Enterprises (MJE). From offices in Beverly Hills, Johnson oversees a variety of subsidiaries of MJE including Johnson Development Corporation, Magic Johnson Theatres, Magic Johnson All-Star Camps, Magic Johnson T's, and his latest venture, Magic Johnson Entertainment.

The Johnson philosophy is that all business ventures must have a redeeming social value. Thus, Johnson Development Corporation has devoted its efforts toward revitalizing urban shopping centers by bringing employment opportunities and stimulating economic growth for future economic investment. Magic Johnson Theatres, in partnership with Sony Retail Entertainment, has opened state-of-the-art multiplex screens in Los Angeles, Atlanta and Houston with others planned in New York, Chicago, Detroit, Cleveland, New Orleans, San Diego and Washington, DC. Once again, employment opportunities are generated, the beneficiaries being the youth of our inner cities.

Social responsibility means giving back to the community. As important as creating a business legacy is Johnson's legacy of charitable and community activities. In 1991, he founded the Magic Johnson Foundation, a non-profit organization which directs its efforts toward the health, educational, and social needs of inner city youth. One can see also his imprint with such organizations as the Muscular Dystrophy Association, the Starlight Foundation, American Heart Association and the Urban League. He has helped raise over \$10 million for the United Negro College Fund with the "A Midsummer Night's Magic" weekend charity event.