



October 1, 2014

Dear Kenny,

So, how was your summer?

If there is one thing that is certain in both basketball and life, it's that you never know what's going to happen next...until it happens.

As you all know by now, calling this summer 'interesting,' 'ironic,' 'surprising,' 'exciting,' 'monumental' or numerous other adjectives really doesn't give it the kind of justice the emotions the events of these past 120 days invokes in nearly all of us. Let's just say this: Persistence + Hard Work = Opportunity.

What does opportunity look like? Not what you might think. You see, opportunity is not a right. And it doesn't come with an instruction manual. That's because opportunity isn't found. It's molded. It's built. It's created. It's as much grit as it is intellect or talent.

It's been a long four years.

The one thing I would like all of you to know is that although these past four seasons have been frustrating and even grueling at times, the one thing that kept all of us here at Quicken Loans Arena going was 'YOU.' I know I have said that before, and I know it may sound a bit sappy and even cliché at times, but the incredible loyalty, dedication and passion of our Wine & Gold members kept all of us focused on the mission ahead. Your support gave everyone throughout our franchise the motivation and determination to keep going no matter how dire, disappointing, or dark any given day may have been.

I believe it was Winston Churchill who said: *"If you're going through hell, keep going."*

And that's what we did. We always believed that if we kept going and *'ignored the noise'* sooner or later, good things would happen. Even though our win/loss record did not show too much of it, deep down we believed that we were building this thing the right way. We continued to accumulate high draft picks and add key, young players with boatloads of potential. We would either build our team around these young talents, or these draft picks would serve as 'assets' for our team to trade for other players who would fit the circumstances and the situation at the time we decided to trade them.

Or both.

Optionality and flexibility became a critically important strategy over these past four years. We believed if we kept our flexibility by always having a short path to cap space, should a great opportunity show itself, then we wanted to be in a position to quickly pull the trigger.

THE CORE OF ALL FOR ONE. ONE FOR ALL.

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