

FOR IMMEDIATE RELEASE:

THE AMERICAN BASKETBALL ASSOCIATION(ABA) & ROYAL HEIR ENTERTAINMENT PARTNER

Today the American Basketball Association inc. & Royal Heir Entertainment announced they have partnered to do a 30 city Proud To Serve Concert Series tour with a portion of each nights proceeds to benefit a not for profit organization.

Royal Heir Entertainment continuously works with some of the biggest names in the music industry including Machine Gun Kelly (MGK) DJ Vlad, Gucci Mane, 25x platinum/grammy-winning Tavares, Reverie & more.

"Royal Heir Entertainment has a solid track record of putting together top notch tours & working with top notch talent. The ABA has a solid track record of getting talented basketball players, coaches, announcers and front office staff the well deserved exposure they need. Royal Heir & the ABA along with partnerships with EAE Management & FUBU TV all but assure that we will be able to do the same for the next generation of musicians, comedians, dancers & announcers. This is another home run from our media & entertainment division as we increase & round out our efforts to merge music & entertainment into sports for a young America". Stated ABA CEO Joe Newman.

Brian "Essince" Collins CEO of Royal Heir Ent added, "We are excited to work with the American Basketball Association especially in their 50th anniversary season. Plus working with the Proud To Serve brand & concert series to give back to the veterans, firefighters, teachers, police officers & paramedics is such a needed and worthwhile thing to do. They are always there working silently for all of us. We are all more than happy to show them & let them know they are appreciated.

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