

NBALAB, & Sweet Chameleon Partner to Create Custom Collectibles to Phygital Communities

Sweet Chameleon becomes NBALAB's first Phygital licensee

October 13, 2023 - (New York): NBALAB and Sweet Chameleon have announced a partnership via licensing with NBA consumer products to create the first officially licensed “Phygital” custom collectibles with digital content, offers, and fan experiences to the billions of NBA consumers who participate in the digital collectible economy.

The officially licensed products from Sweet Chameleon will initially feature hard good collectible Commemorative Tickets and Championship Team Banners in the first “drop”. The second drop will be custom Printed NBA Jersey Collectibles featuring NBA team jerseys. Each Sweet Chameleon Phygital collectible will feature a dynamic QR code that will have a corresponding digital activation.

“We are excited to bring Sweet Chameleon under the NBALAB banner and offer their Phygital collectible to the teams and markets we serve. Sweet Chameleon will bolster our core offering and further define our footprint within the league.” — Billi Kid, Co-Founder/Chief Creative Officer at NBALAB

Sweet Chameleon can develop and manufacture products with no minimum order quantities and no market barriers to entry due to an elastic supply chain that enables brands and IP owners to be in market with product within weeks.

Sweet Chameleon will also develop limited edition collectibles for NBA tentpole events including All Star Game, NBACON, NBA Draft, and Finals. Products will be available via NBA Shop, NBALAB, Sweet Chameleon, and on-site/in arena.

“Sweet Chameleon is excited to bring this first of its kind collectible to NBA fans that creates physical collectibles for every fan while enabling an evergreen digital experience.” – Michael Dub, Founder at Sweet Chameleon

NBALAB and Sweet Chameleon will launch product this fall. Qualify for first drop status by registering on www.sweetchameleon.com.

About the NBA

The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues: the NBA, WNBA, NBA G League, NBA 2K League and

Basketball Africa League, the NBA has established a major international presence with games and programming available in 214 countries and territories in more than 50 languages, and merchandise for sale in more than 200 countries and territories on all seven continents. NBA rosters at the start of the 2022-23 season featured 120 international players from 41 countries. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 2.1 billion likes and followers globally across all league, team and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

About NBALAB

The NBALAB is a disruptive research and development incubator focused on innovative design, imaginative concepts and strategic partnerships. Founded in 2016 to facilitate product expansion for the NBA's Global Licensing Group, the NBALAB experiments with a variety of consumer goods as well as new product categories in collaboration with hand-picked companies and individuals who are making noise in their respective fields. Successful NBALAB partners are awarded further product development and potential long-term licensing opportunities within the league.

ABOUT SWEET CHAMELEON

Sweet Chameleon works with sports, entertainment, gaming, and web3 properties and creators to monetize their IP and reward and engage their fan communities through the creation of custom collectibles. Sweet Chameleon is a phygital platform that enables the production of physical collectibles with corresponding digital experiences.

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