



MEDIA RELEASE

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HUMMER JOINS NBL AS CHAMPIONSHIP NAMING RIGHTS SPONSOR

Australia's most exciting new automotive brand, HUMMER, has been unveiled as the new naming rights sponsor of the National Basketball League competition, which will now be called the 'HUMMER Championship NBL' for the 2007/08 season.

The partnership is a major coup for the League on the eve of the new season's tip-off on September 19, and NBL Commissioner Rick Burton said HUMMER and the NBL were quite simply a perfect fit.

"This partnership sees two exciting and dynamic brands combine their respective strengths in what is undoubtedly a major coup for the League," said Mr. Burton.

"HUMMER is an aspirational brand, just as the NBL features some of our region's most aspirational international athletes. HUMMER vehicles exude strength and size, just as NBL players do. I have no doubt that all of our athletes will be as delighted as we are with this new partnership."

Burton said the unique fit between the profile of HUMMER buyers and NBL fans was what made the agreement so exciting for the League.

"In the League's extensive discussions with HUMMER in the lead-up to this announcement it became clear that the psychographics of NBL fans and HUMMER buyers were a perfect match," Burton explained.

"They are individuals who relish the idea of not being mainstream, who love fun and don't mind being noticed. The synergies are obvious and we are very excited about this incredible new partnership.

"The fact that an iconic international brand like HUMMER wants to sponsor the League is also a strong sign that the NBL has re-established itself as an attractive sponsorship property in the marketplace."

Parveen Batish, Director of GM Premium Brands, said the sponsorship was a bold move that would help support the League and launch the highly-anticipated HUMMER H3 in the Asia-Pacific region.

"HUMMER already enjoys a huge following in Australia and we hope this passion for our brand helps to further build the profile of basketball in the region," said Mr. Batish.

“There is a great fit between the heritage of our brands and our people who are young, active and independent minded. Our partnership with the NBL is a great way for us to both launch HUMMER in Australia and support a dynamic sport from the grass-roots to the elite level.”

The partnership is a one-year deal for the 2007/08 NBL season. The financial details were not disclosed as per standard NBL corporate policy.

About the National Basketball League

The NBL was formed in 1979 and is currently entering its 30th season of competition. Although originally just based in Australia, it now includes teams in New Zealand (the New Zealand Breakers) and Asia (the Singapore Slings). It is recognized worldwide as one of the premier elite men's professional basketball competitions and has helped Australia's rise as a global basketball power (currently ranked second overall by FIBA). The NBL has produced such household names as Andrew Gaze, Shane 'The Hammer' Heal and 'Slammin' Sam Mackinnon. The competition features 13 teams, including such iconic Australian sporting brands as the Melbourne Tigers, Sydney Kings, Adelaide 36ers, Perth Wildcats and Brisbane Bullets. Games are shown live each week on Fox Sports in Australia and Maori TV in New Zealand as well as on the Nine Network, WIN TV and Sky Sports. More details on the NBL can be found at www.nbl.com.au.

About HUMMER

HUMMER is a division of General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, which employs about 321,000 people globally. One of the world's fastest growing truck brands, HUMMER is launching in Australia with the mid-size H3 SUV in 2007. There are 21 HUMMER dealers around Australia. More information on HUMMER can be found at www.hummeraustralia.com.au.