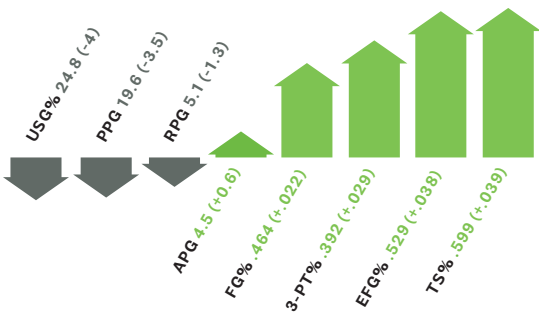


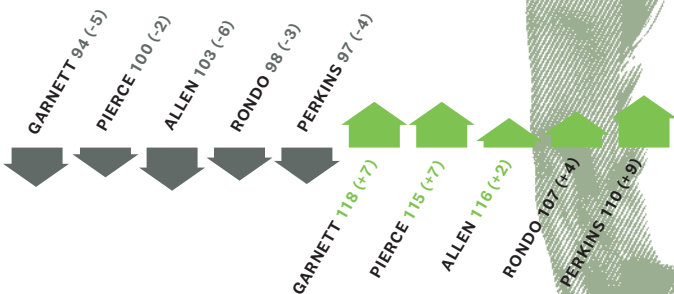
I. WITH KG ON BOARD, PAUL PIERCE'S GAME BECOMES MORE EFFICIENT (2007-08 VS. CAREER)...



II. THE CELTICS STARTERS OUTPERFORM THEIR CAREER AVERAGES...

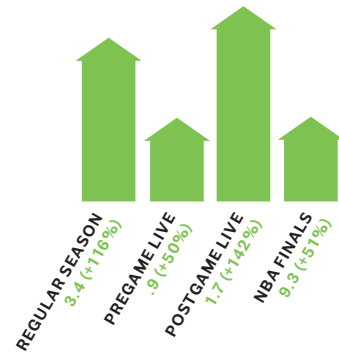
Defensive Rating: Points allowed per 100 possessions.

Offensive Rating: Points scored per 100 possessions.

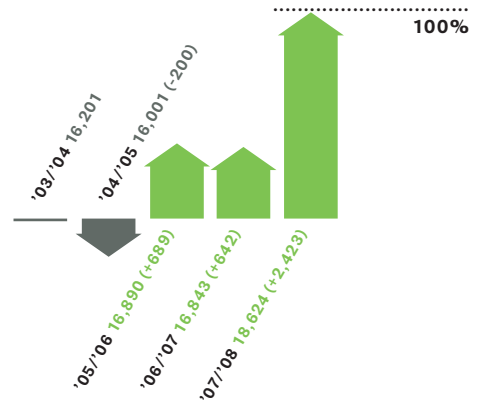


III. TELEVISION RATINGS GO (WAY) UP...

(COMCAST SPORTSNET PROGRAMMING AND ABC'S FINALS COVERAGE)



IV. ...AS DOES TD BANKNORTH GARDEN ATTENDANCE



GOOD, GREAT, GREATER, GREATEST

THE WONKIER THE STAT, THE BETTER KEVIN GARNETT LOOKS

POINTS PER GAME (PPG)

LeBRON JAMES: 27.3

KOBE BRYANT: 25.0

TIM DUNCAN: 21.6

KEVIN GARNETT: 20.7

STEVE NASH: 14.3

PLAYER EFFICIENCY RATING (PER)

LeBRON JAMES: 25.2

TIM DUNCAN: 25.1

KEVIN GARNETT: 23.9

KOBE BRYANT: 23.6

STEVE NASH: 20.1

PPG tells you only how many points a player scores—not how efficiently he does so.

While PER does factor in shooting percentage, it's weighted toward rewarding scorers.

WIN PERCENTAGE (WIN%)

TIM DUNCAN: .742

KEVIN GARNETT: .711

LeBRON JAMES: .702

KOBE BRYANT: .648

STEVE NASH: .623

WINS PRODUCED PER 48 MINUTES (WP/48)

KEVIN GARNETT: .337

TIM DUNCAN: .332

LeBRON JAMES: .257

STEVE NASH: .222

KOBE BRYANT: .207

Garnett ranks so high because WIN% measures all-around contributions while factoring out the quality of his teammates.

In layman's terms: Garnett has personally produced more wins than any player of his generation.

KG & the New NBA Math

GLOSSARY of terms

Effective Field Goal Percentage (EFG%):

Accounts for the different value between a two-point shot and a three-point shot.

Player Efficiency Rating (PER): Developed by ESPN's John Hollinger, it crunches box-score stats via a formula that, he says, "adds up the good (points, rebounds, assists) and subtracts the bad (turnovers, missed shots)." The number is then adjusted for a team's pace of play. The league average is set at 15.

True Shooting Percentage (TS%): Adds free throws to a player's overall shooting numbers.

Usage Percentage (USG%): Reflects the estimated amount of plays in which a player is involved during his team's offensive possessions. A high USG% number can show that a player is carrying too big a burden.

Wins Above Replacement Player (WARP):

Borrowed from sabermetrics and developed by hoops analyst Kevin Pelton, it evaluates a player as if he were on a team with four statistically average players.

Win Percentage (WIN%): A per-minute breakdown of WARP. (Breaking down contributions by minutes is a key tenet of advanced basketball metrics.)

Wins Produced Per 48 Minutes (WP/48): A metric created by economist David Berri that assigns individual credit for team successes. As with PER, it starts with the box score, which is crunched in a 12-step process that relies on regression analysis. The league average is set at 0.100.