

## Earvin Johnson Jr. Biography

Earvin Johnson Jr. is Founder and CEO of Magic Johnson Enterprises (MJE). In this capacity, Johnson oversees the strategic direction of the company while exploring additional partnership opportunities and new business ventures.

Although Johnson is universally known for his illustrious 13-year career in the National Basketball Association, he has redefined himself as a businessman who focuses his efforts on revitalizing neglected communities, and providing quality entertainment and services.

To fulfill this directive, Johnson heads several MJE divisions including Johnson Development Corporation (which is best known for developing Magic Johnson Theatres and Starbucks in long-neglected communities), Magic Johnson Entertainment, Magic Johnson Productions, Magic's 32 Records, and Magic Johnson Management Group.

Magic Johnson Foundation, a separate non-profit organization that focuses on improving and addressing the health, educational and social needs of inner-city youth and organizations, was formed in 1991 after Johnson retired from the Los Angeles Lakers.

An avid believer in philanthropy, Johnson continually finds time to lend his support to worthy causes. As co-chair for Vice President Al Gore's White House Community Empowerment Board, Johnson participates in business roundtables designed to encourage leaders and businesses to invest in neglected neighborhoods.

As an Ambassador of Peace for the United Nations (UN), Johnson speaks out in support of the UN and its collective initiatives. Johnson has also worked with the Make a Wish Foundation, the United Negro College Fund, the Muscular Dystrophy Association, the Starlight Foundation, the American Heart Association and the Urban League.

Johnson has earned five NBA championship rings, led the Los Angeles Lakers to nine appearances in the NBA finals and was a member of the original Dream Team, winning a gold medal at the 1992 Olympics in Barcelona. During his career with the NBA, Johnson also won three MVP awards and played in 12 NBA All-Star Games.

Prior to joining the league, Johnson captured a state high school championship for Everett High School (Lansing, MI) in 1977 and a NCAA title while at Michigan State in 1979. During this time at Everett, Johnson earned his nickname, "Magic," from Michigan sportswriter Fred Stabley, Jr.

Although Johnson is retired from the NBA, he still regularly plays basketball on his Magic Johnson All Stars Team. The team, composed of a number of former NBA players, has traveled internationally to more than 20 countries and plays Olympic teams, professional clubs, national teams and professional league all-star teams. However as vice president and co-owner of the Los Angeles Lakers, Johnson is still very much part of the Laker team.

Johnson has appeared on several national programs including 60 minutes, Today, Entertainment Tonight, The Rosie O'Donnell Show and The Tonight Show, and has been the cover story of publications such as People, Entrepreneur, TV Guide and Ebony. He has also been featured in publications such as In-Style, Playboy and Newsweek, and penned his autobiography, "M Life" in 1992.

As host of a one-hour network special for FOX, Johnson sat down for one-on-one interviews with Whoopi Goldberg, Garth Brooks and Shaquille O'Neal. He also co-hosted Nickelodeon's award-winning broadcast, "A Conversation with Magic," now on video and a staple in the majority of libraries nationwide.

Johnson, also a commentator for NBC at the 1996 Summer Olympic Games, has served as an analyst for the network on NBA telecasts. Johnson also recently hosted "The Magic Hour," a syndicated late night talk show for Twentieth Television.

Born and raised in Lansing, Michigan, Johnson currently resides in Beverly Hills, CA with his wife Cookie and their children Elisa and Earvin Johnson III (or EJ). Andre, Johnson's first son, lives in Michigan with his mother.