

Citizen Rain

What Seattle Is Talking About

Sonics get flashy new Seattle-less site

The future of the Sonics in Seattle may look grim, but wherever they go - they'll have a slick online presence. The team released a new [Web site](#) this week. Developed here in Seattle, and ringing it at more than \$100,000, it features high-resolution photos and video of the team. According to [John Cook's blog](#), it's the first Flash-based site for a major professional sports team. Its creators say the goal was to create the feeling of being courtside. The best part is the section devoted to the team's [Boom Squad](#), especially the super-cute video of a 1st grader [Jalen Testernan](#) (pictured here) - he's got some fierce moves.



Update: As Jeanne points out in comments, the word "Seattle" is conspicuously missing from the site.

Posted by Katherine Sather | [More in the sports blogs](#) | [Link](#)