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## **Will they appreciate this website in Oklahoma City?**

by [Gregg Lamm](#) and [Ben Miller](#)

While the new owners of the [Seattle SuperSonics](#) pursue a messy divorce so they can marry Oklahoma City, team officials in the front office here have a newly minted website they say is sure to be a hit with Seattle area fans.

The new website was developed by Seattle's [Cypress Consulting](#), whose clients also include the Seahawks, New Orleans Saints, Starbucks and Fox Sports Northwest. The new and improved [supersonics.com](#) is the NBA's first all-Flash site and is a significant upgrade of the old team website. It offers wide-screen images to give the feel of sitting courtside. It also will have exclusive video and user-friendly navigation options.

The site, which was scheduled to go live for the masses on Feb. 28, offers all the stuff that fans come to expect from a team site, including in-depth game and player stats, as well as coverage and options to purchase tickets and merchandise. But the website also gives the team new options for advertising delivery. Fans also can share team videos on other blogs and websites, such as YouTube, said Ron Matthews, the team's digital media director.

Matthews said other teams, especially the one down Interstate 5 owned by Microsoft co-founder Paul Allen — the Portland Trail Blazers — have raised the bar on NBA team websites. And the Sonics felt compelled to trump those efforts, Matthews said.

"We're in Seattle," said Matthews. "Outside of the Silicon Valley, this is the center of the web universe. We need to reflect that."

Yeah, while the team is still in Seattle, you sure do.