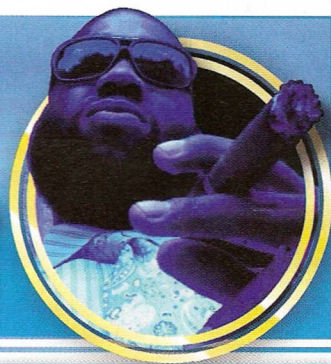


THE WORLD ACCORDING TO

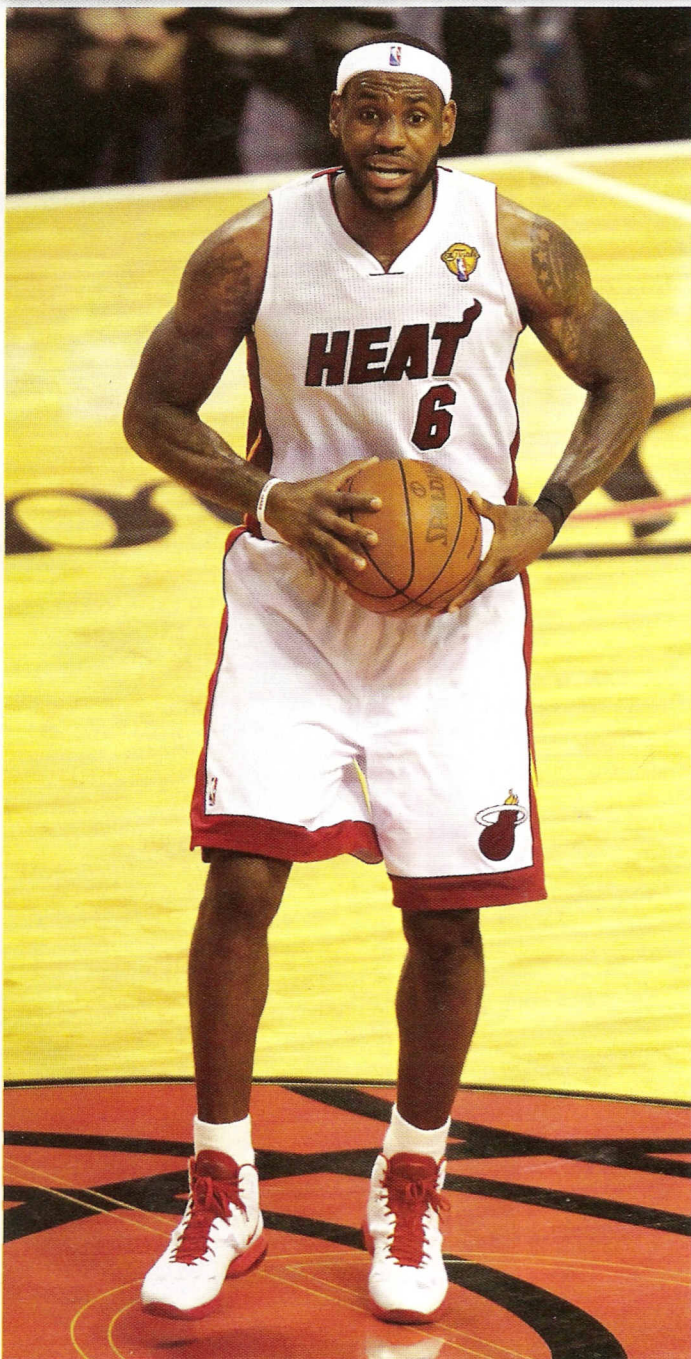
THE JEWELRY MAN

My name...*EbenGregory*.

My specialty...dropping jewelry and making words dance using a technique the world has never seen before. Read me and become high.



★ ★ ★ THE BRON BRON OPEN LETTER AWARDS ★ ★ ★ *Because Your Fans Would Have Answered Your Letter Sooner, But You Didn't Send One*



Dear Bron Bron

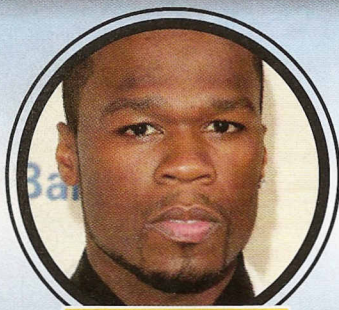
Where's the powder? I always wanted to say that...but seriously, me and your fans just wanted to say thanks for the best NBA season we can remember. The most interesting: The most exciting: The most watchable. And while most people would hate to admit it, I'm not afraid to say that "The Decision" is probably the single best thing to happen to the NBA since that man from Chicago. I remember it like it was yesterday. You were sitting in front of Jim Gray and were like: "In this fall, this is very tough, in this fall I'm going to take my talents to South Beach and join the Miami Heat. I feel like it's going to give me the best opportunity to win and to win for multiple years. I want to be able to win championships. For me it's not about sharing. You know, it's about everybody having their own spotlight and then just doing what's best for the team. This is tough. This is very tough, because you feel like you've let a lot of people down. You've raised a lot of people's expectations also. But it was a tough decision, because I know how loyal I am." Remember that? Who knew "The Decision," would make the Bulls decide to get Carlos Boozer to play with Derrick Rose. Make New York decide to get Anthony to play with Amar'e Stoudemire. Make Oklahoma City decide to make the big trade with Boston. As King, you single-handedly made the NBA exciting again. Then there was the look-at-me buildup, TV show and celebration called the Miami Heat Welcome Party that you hosted with D-Wade and Chris Bosh where you were like, "It feels right. We're going to make the world know that the Heat is back. We know what the fans want. Not 2, not 3, not 4, not 5, not 6, not 7." (I think you forgot 1.) Man the way y'all walked down the stairs to a long runway, slapping high-fives with fans, clapping their hands and soaking in the atmosphere was classic. The stage was set. The play had been cast. The only thing left to do was that thing DJ Khaled does. But instead of acceptable forms of man hugs, champagne showers and the all important money shot with David Stern hoisting the gold trophy, your fans got that one infamous sound byte from your post game interview after you were asked about not taking your talents to the fourth quarter. Here's what you said: "All the people that were rooting on me to fail, at the end of the day they have to wake up tomorrow and have the same life that they had before they woke up today. They have the same personal problems they had today. I'm going to continue to live the way I want to live and continue to do the things that I want to do with me and my family and be happy with that. So whatever the case may be on being happy about not only myself but the Miami Heat not accomplishing their goal. But they got to get back to the real world at some point." In closing Bron Bron, besides again saying thanks I also wanted to say that if you're feeling bad - don't. Even though misery wins again you can take comfort in knowing that time heals all, but heels are hard to walk in. P.S. You're still rich!!

SIGNED,

Eben Gregory

★ ★ ★ SPOTTING FUGAZI ★ ★ ★

What They Said, What EbenGregory Thinks They Mean

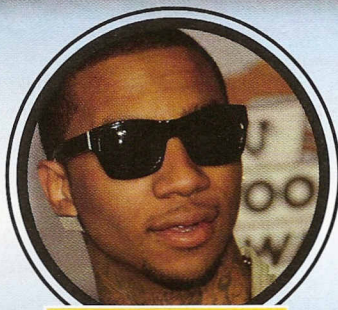


FIDDY

"Now he's gone, now he's gone completely. I even know what joint he in. He's up in -- I don't want to say that, because a psychic told me he's gonna have some trouble in there. Yeah, I heard that, but that's when you put your ear on the street and you hear things."

- Fiddy explaining what a psychic told him about Ja Rule having some future trouble in jail.

What EbenGregory Thinks They Mean: If it's the Psychic Network why do they need a phone number?



LIL B

"You see it's the three sides of the slavery, mental slavery and mental freedom at the ending where everybody is happy. The reason why I did the *I'm Gay* album, I really seen that the hip hop community is being very close-minded and very hateful. I just wanted to make this to show words don't mean anything."

- Lil B explaining the album cover for his new album, *I'm Gay*.

What EbenGregory Thinks They Mean: I talk in monosyllables. (Act like you get it)

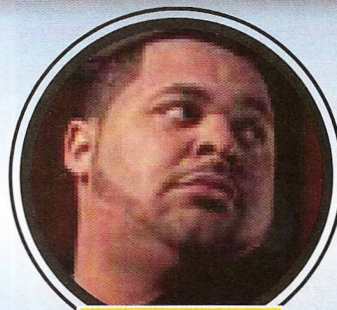


LIL MAMA

"But my cut is blunt and futuristic and Nicki Minaj started wearing that bob on her head after she came to my show, so at the end of the day I know what I do and I know what I possess and I know who I am. I'm a trendsetter. The biggest form of flattery is imitation so I'm flattered."

- Lil Mama claiming she inspired the Barbie's new image after Nicki cut her hair into a bob hairstyle.

What EbenGregory Thinks They Mean: Flattery is counterfeit money that has no circulation.



JOELL ORTIZ

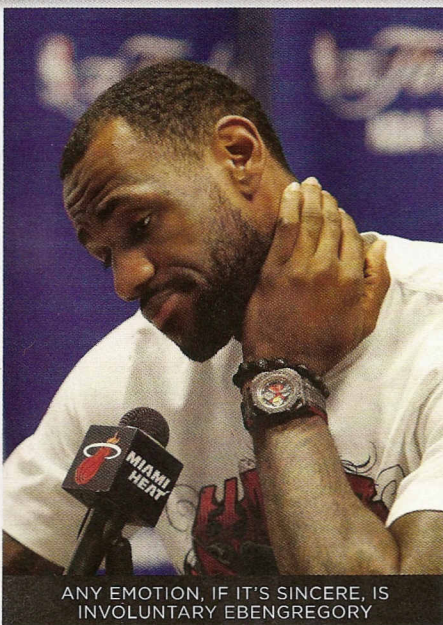
"Once again, I was confused. When I speak on them, I speak a little different because Cuban knows me. Flex, I'm from Brooklyn. I don't have to check in with anyone about anything. I did it for Big Pun to keep his legacy alive. That's how I felt. But I don't gotta check in with anybody, about anything."

- Joell Ortiz responding to criticism by former Terror Squad members Cuban Link and Tony Sunshine over his "Big Pun's Back" tribute record.

What EbenGregory Thinks They Mean: I wrote the rap in order to give myself permission.

★ ★ ★ TOP 10 COLUMN - THIS WEEK ★ ★ ★

TOP TEN THINGS BRON BRON TAUGHT ME ABOUT HIS "TALENTS TO SOUTH BEACH" EXPERIMENT



ANY EMOTION, IF IT'S SINCERE, IS INVOLUNTARY EBENREGORY

10. Chris Bosh's soul would have no rainbow if his eyes had no tears. Think about it.
9. Some of us would rather be ruined by praise than saved by criticism.
8. People always end up returning to the path that has already been marked out for them.
7. My "real world" isn't as bad as Bron Bron is making it out to be.
6. I could never make a good impromptu speech without several hours to prepare it.
5. The Hug Department should always be open.
4. Judge your success by what you had to give up in order to get it.
3. Before you go and criticize the younger generation, just remember who raised us.
2. Don't ask Bron Bron for change for a dollar. He could only give you \$.75 cents back since he doesn't have a fourth quarter. Rimshot.
1. Why doesn't the fellow who says, "I'm no speechmaker," let it go at that instead of giving a demonstration?

Want More Jewelry Man? Get some at www.EbenGregory.com

BAZEMORE, SAYLES, AND PIZELLO; AP