Chicago Bulls guard Derrick Rose has been selected as a reserve on the Eastern Conference's 2010 All-Star team. Rose was selected to the East All-Star team by Eastern Conference head coaches, and he is the first Bulls player to be named an All-Star since Michael Jordan in 1998.

"I want to thank the Eastern Conference head coaches for selecting me to represent the East," said Rose. "It's an honor to represent my hometown Bulls in the All-Star Game, and I couldn't have done it without my teammates. Basketball is a team game, and without them I would not be headed to Dallas."

In his second season, the Chicago native currently leads the Bulls in scoring and assists. He has started all 44 games this year and has averaged 19.8 ppg (19th in the NBA), 5.9 apg (14th) and 3.7 rpg in 36.3 mpg. He has also shot .477 from the field and .751 from the line.

Selected the Eastern Conference Player of the Week for Dec. 28, 2009, the NBA's reigning Rookie of the Year has led the Bulls in scoring a team-best 20 times and in assists a team-high 41 times. One the year, he has recorded 20 games with 20 or more points, including four contests with 30 or more points, highlighted by his career-high 37 point effort in Chicago's win over Washington on Jan. 15.

The 14 players selected -- seven each from the Eastern and Western Conferences -- were chosen by the 30 NBA head coaches, who were asked to vote for seven players in their respective conferences -- two guards, two forwards, one center and two players regardless of position. They were not permitted to vote for players from their own team.

The 2010 NBA All-Star Game, will air live on TNT and ESPN Radio in the United States, and reach fans in more than 200 countries and territories in more than 40 languages. It will be played at Cowboys Stadium in Arlington, Texas, in front of an expected crowd of more than 80,000 – the largest group to ever witness a live basketball game – on Sunday, Feb. 14, 2010.