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APPAREL MAGAZINE NAMES POINT 3 BASKETBALL AS 2012 TOP INNOVATOR

Industry-leading trade publication selects POINT 3 and Dryv Moisture Control as one of 2012's top innovations

ATLANTA, GA (May 8, 2012) – Just announced in the May issue of Apparel Magazine, POINT 3 Basketball was selected as one of 33 Innovator Award Winners for 2012. POINT 3 joins companies such as Columbia Sportswear, Fruit of the Loom, Patagonia and Ralph Lauren to accept the award.

Apparel's Innovator Award Winners are companies identified for shaping the apparel industry by highlighting their resourcefulness in meeting today's challenges, their desire to truly connect with the consumer in an increasingly complex shopping environment and their savvy use of technology to make their businesses run better.

"We are absolutely thrilled to be selected as one of Apparel Magazine's 2012 Top Innovators," said Michael Luscher, Founder & CEO of POINT 3 Basketball. "POINT 3's primary focus is apparel innovation for the basketball player, so to be recognized by Apparel Magazine – a company so focused on innovation in the apparel industry - is especially meaningful."

Apparel's 2012 Top Innovator issue notes the utility of POINT 3's Patent Pending Dryv Moisture Control® as a solution specifically designed with the needs of the customer in mind. See attached for the full article as it appears in the May issue of Apparel Magazine.

"POINT 3's Dryv Moisture Control® technology and the unique way it has been incorporated into basketball apparel shows the company to be a clear innovator in our industry," offered Jordan K. Speer, Apparel Magazine's Editor-In-Chief. "We look forward to watching the growth of POINT 3 in the future."

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Apparel Magazine (www.apparelmag.com) offers technology and business insight from concept to consumer, providing competitive, actionable information to executives representing the world's most successful apparel brands, retailers and manufacturers. Its targeted content addresses Retail Intelligence, Supply Chain, Sourcing & Logistics, Concept-to-Spec and Fiber-to-Fabric. An Edgell Communications publication, *Apparel* produces the Apparel Executive Forum, Apparel Business and Technology Leadership Conference in New York, Apparel's Sourcing Summit at MAGIC, Apparel Tech Conference West, numerous web events, e-Newsletters, [apparelmag.com](http://www.apparelmag.com), a variety of leading-edge industry research reports and more.

POINT 3 Basketball (www.POINT3Basketball.com) is the only performance apparel brand dedicated to evolution in basketball gear. Founded in 2010, POINT 3's exclusive focus on the on-court needs of the basketball player led to the development of DRYV Moisture Control®, a Patent Pending textile technology designed to absorb moisture where ballplayers need it most. POINT 3 Basketball apparel can be found online at www.POINT3Basketball.com and at sporting goods specialty retailers across the U.S.

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POINT 3 Basketball

Atlanta, Ga. | www.point3basketball.com

NOMINATED BY: Self

You got game, you're the best baller on the court, you break away — and the ball slips out of your hands.

That might not have happened if you'd been wearing Point 3's BALLER performance game shorts, made with sweat-absorbent DRYV Moisture Control® panels to keep your hands dry — and eliminate turnovers.

As common on the court as the dribble, pass and shoot, is the hands-wipe-on-shorts and face-tuck-to-shoulder. Problem is, the material there is often not absorbent. In fact, it's designed to be just the opposite — after all, no one wants to play in clothes soaked in sweat, either.

Enter Point 3 Basketball and its DRYV Moisture Control, a patent-pending textile technology designed to absorb moisture/perspiration from a user's extremities. Debuted by the company as part of its overall launch in late 2010, DRYV pairs a hydrophilic (moisture absorbing) outer layer with a hydrophobic (moisture wicking) inner layer, providing users with a moisture-absorbing exterior fabric incorporated into the garment to keep their hands and faces dry. "The launch of DRYV Moisture

Control may be the first apparel innovation specifically for basketball players since the tank top!" says Michael Luscher, founder.

POINT 3 apparel is intended specifically to help basketball players feel more comfortable so they can perform better and "get into the zone," in both senses of the word. Each of its garments is designed specifically with this goal in mind. Wearing the BALLER is like having a swatch of towel sewn into the sides; the SNYPER T-shirt offers the same in the shoulders. The hood of the HOODIE is cut back around the eyes for maximum court visibility and the SAK features a drawstring opening big enough to hold your basketball.

"POINT 3 Basketball is the only company exclusively dedicated to basketball apparel," says Luscher. "In the activewear space, there are a wealth of apparel brands manufacturing exclusively for specific activities such as running, yoga, golf and baseball. Yet basketball, the No. 1 most popular team sport



Point 3 Basketball garments featuring strips of DRYV Moisture Control offer technology to absorb sweat from hands and faces.



in the U.S. with more than 33 million participants, has only 'generalists' like Nike, Jordan, adidas, Reebok, Under Armour, focused mostly on footwear, and selling apparel as an afterthought," he says. "POINT 3 Basketball is going to change all that."

— Jordan K. Speer



Seeing double? In early 2011, to2ne received a design patent for bringing together two different colors of the same material by implementing a seam that runs continuously from the neck to the end of the sleeve on both the left and right sides of the garment.

to2ne Apparel

Phoenix, Ariz. | www.2toneapparel.com

NOMINATED BY: Self

You don't have to be two faced to appreciate to2ne (pronounced two tone) Apparel — in fact, wearing to2ne might just double your team spirit.

In early 2011, to2ne received a design patent for bringing together two different colors of the same material by implementing a seam that runs continuously from the neck to the end of the sleeve on both the left and right sides of the garment. So a garment can be, for example, orange on the front half and blue on the back half. The company is applying this technology to hoodies, polos, T-shirts and ladies' dresses, with plans to expand the line.

Universities, sports teams, businesses and non-profit organizations are taking advantage of the opportunity to double the