



FOR IMMEDIATE RELEASE

May 3, 2011

**POINT 3 AVAILABLE AT MODELL'S SPORTING GOODS STARTING JUNE 1<sup>ST</sup>**

*Select NYC and Philly stores to carry the only apparel made for basketball just in time for summer season*

**ATLANTA, GA (May 3, 2011)** – POINT 3 Basketball ([www.point3basketball.com](http://www.point3basketball.com)), a new basketball-only apparel company, announced today that Modell's Sporting Goods will be the first sporting goods specialty retail chain to offer the new brand for sale in their stores. Starting June 1<sup>st</sup>, basketball players in New York City and Philadelphia will have the first chance to purchase POINT 3 at Modell's, their Hometown Sporting Goods Store.

The launch of POINT 3 at Modell's will be supported locally through coupon distribution at basketball events around Modell's store locations, offering customers a free POINT 3 gift with purchase. New out-of-home advertising support created specifically by POINT 3 for Modell's will also be featured in those neighborhoods.

"New York and Philadelphia are home to the best summer basketball in the world," said POINT 3 Founder and CEO Michael Luscher. "So we're thrilled to launch POINT 3 in those cities with an historic retailer like Modell's. This is a great chance for anyone in New York and Philadelphia who is serious about their game to see that Modell's is the place to go for the best basketball gear."

Modell's will carry the POINT 3 Summer 2011 collection which includes BASE (Snug Fit Undershirt), BALLER (Performance Game Shorts) and FREE (Sleeveless Shooting Shirt) in multiple colors, as well as a limited edition POINT 3 graphic T-Shirt customized for each market. Several styles incorporate POINT 3's Patent Pending DRYV Moisture Control™ technology, designed to absorb moisture where basketball players need it most.

POINT 3 will be available at the following Modell's Sporting Goods locations:

- Harlem – 300 West 125<sup>th</sup> Street, New York, NY 10027
- Bronx – 31 East Fordham Road, Bronx, NY 10468
- Brooklyn – 89-59 Bay Parkway, Brooklyn, NY 11214
- Downtown Philadelphia (The Gallery) – 934 Market Street, Philadelphia, PA 19107
- Northeast Philadelphia – 2329 Cottman Avenue, Philadelphia, PA 19149

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About POINT 3 Basketball ([www.point3basketball.com](http://www.point3basketball.com)):

Founded in 2010, POINT 3 is the only performance apparel company dedicated exclusively to evolution in basketball gear. POINT 3 (:00.3) is the shortest amount of time during a basketball game in which a player can receive a pass and attempt a shot. Every POINT 3 matters.

About Modell's Sporting Goods ([www.modells.com](http://www.modells.com)):

Modell's Sporting Goods is the nation's oldest, family-owned and operated, retailer of sporting goods, sporting apparel, menswear and brand name athletic footwear, operating 147 stores in 11 states.

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