



FOR IMMEDIATE RELEASE

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POINT 3 BASKETBALL ANNOUNCES PARTNERSHIP WITH BIG SHOTS NATION

Performance Basketball apparel brand teams up with one of the nation's leading basketball tournament operators

ATLANTA, GA (March 16th, 2016) – POINT 3 Basketball today announced a major promotional partnership with Myrtle Beach, SC-based Big Shots Nation, one of the largest and most well-known basketball tournament operators in the country. The partnership is a core element of POINT 3's 2016 #DRYVTour, a national initiative by POINT 3 to support grassroots basketball across the country.

Per the partnership agreement, POINT 3, best known for basketball apparel and uniforms featuring its patented DRYV® moisture control technology, will be on-site at numerous Big Shots Nation tournaments during the 2016 season, promoting its industry-leading, innovative basketball gear. POINT 3 will also promote Big Shots Nation events to the brand's 100,000+ followers across its e-mail, blog, and social media platforms.

"We're very excited to work with Big Shots Nation on the 2016 #DRYVTour," said POINT 3 Head of Marketing Mikko Simon. "Both Big Shots and POINT 3 are focused on engaging with ballplayers, coaches, and families at the grassroots level of the game, so we compliment each other well. We believe this partnership is a perfect fit for both parties."

In addition to promoting Big Shots events, POINT 3 will provide special discounts and other offers on team-based apparel to squads participating in Big Shots tournaments and events.

"POINT 3 has shown tremendous growth over the past few years, and we know they have a deep commitment to grassroots basketball," said Big Shots CEO Jeff Schneider. "Their passion for the game will help raise the intensity of every event we put on, so there is no doubt in my mind that this partnership will be a fruitful one for both of us."

More information on POINT 3's 2016 #DRYVTour, including tour dates and locations, will be released in the near future at www.point3basketball.com.

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POINT 3 Basketball (www.POINT3Basketball.com) is the world's fastest growing performance basketball apparel brand, dedicated to helping ballplayers own the court in critical moments. 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 patented textile technology designed to absorb moisture where ballplayers need it most. POINT 3 is the Exclusive Outfitter for Atlanta Hawks Youth Programs and over 300 basketball programs nationwide. POINT 3 apparel can be found online at www.POINT3Basketball.com and through a network of Alpha ambassadors across the country.

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