



FOR IMMEDIATE RELEASE

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POINT 3 BASKETBALL ANNOUNCES PARTNERSHIP WITH HOOPSEEN

Performance Basketball apparel brand joins forces with one of the Southeast's leading grassroots basketball promoters

ATLANTA, GA (March 21, 2016) – POINT 3 Basketball, a leader in the world of youth basketball team apparel, today announced a partnership with HoopSeen, one of the Southeast's leading grassroots basketball promoters and tournament operators, well-known for its nationally recognized events such as the Bob Gibbons Tournament of Champions. The two brands will be teaming up as part of POINT 3's 2016 #DRYVTour, a national initiative by POINT 3 to support grassroots basketball across the country.

Per the terms of the deal, POINT 3 will be on-site at various HoopSeen-organized tournaments at Suwanee Sports Academy during the 2016 season, promoting its industry-leading, DRYV® technology-based basketball uniforms and gear. POINT 3 will also promote HoopSeen events to the brand's 100,000+ followers across its e-mail, blog, and social media platforms. This marks the third year that the two brands have partnered up in an effort to support youth basketball.

"We're honored to team up once again with HoopSeen as part of the 2016 #DRYVTour," said POINT 3 VP of Marketing Mikko Simon. "HoopSeen's events have become a must stop on many program's summer event schedules, and their web presence continues to grow, so this partnership is a natural fit for both of our brands."

In addition to promoting HoopSeen events, POINT 3 also outfitted HoopSeen's 2016 Elite Showcase events in Alabama and Georgia, and will provide special discounts and other offers on team-based apparel to squads participating in HoopSeen tournaments and events.

"We've worked with POINT 3 for quite a while now, so we know firsthand just how passionate they are about grassroots basketball," said HoopSeen President Mike Eddy. "They've been a great partner for us in the past, and I am confident that they will continue to be a great partner for us in the future."

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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