



FOR IMMEDIATE RELEASE

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**POINT 3 BASKETBALL AND OGLETHORPE UNIVERSITY TEAM UP
FOR SCHOOL'S BASKETBALL PROGRAM**

Atlanta-based basketball brand partners with Oglethorpe University to outfit the school's men's and women's basketball teams

ATLANTA, GA (October 7, 2015) – POINT 3 Basketball and Oglethorpe University announced a partnership today that will see POINT 3 become the official outfitter of the school's men's and women's basketball programs. Per the terms of the deal, POINT 3 will supply both teams with specially-designed uniforms and game day apparel, making Oglethorpe the first-ever collegiate program to team up with POINT 3.

The two Oglethorpe basketball programs, each nicknamed the "Stormy Petrels," will be the first teams in NCAA history to utilize POINT 3's patented DRYV® Moisture Control technology, which incorporates a moisture-absorbing layer of fabric into the players' uniforms, allowing them to wipe their hands and faces directly on their gear.

"We are very excited to make the move to POINT 3 for our uniforms, shooting shirts and gear," said Oglethorpe Men's Basketball Coach Philip Ponder. "I broached the possibility of going to POINT 3 with our players last spring, and they were very enthusiastic about it. Several of our guys were familiar with their gear, and really liked it. POINT 3 is an up-and-coming brand, and is different in that they make their gear specifically for basketball. The combination of quality, design and affordability were a great fit for us. We are also excited to be the first college team in the country to wear their gear."

POINT 3 founder and CEO Michael Luscher echoed Ponder's excitement for the partnership.

"We're elated that Oglethorpe is the first collegiate program to join the POINT 3 family," said Luscher. "As an Atlanta-based brand, we're committed to becoming the brand of choice for all ballplayers in the region. We know the Oglethorpe program and its coaches well, and we couldn't be happier to outfit both the men's and women's teams in our gear this season."

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POINT 3 Basketball (www.POINT3Basketball.com) is the world's fastest growing 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 outfits hundreds of basketball teams and leagues nationwide, and can be found online at www.POINT3Basketball.com.