



FOR IMMEDIATE RELEASE

September 30, 2015

ATLANTA HAWKS AND POINT 3 BASKETBALL FINALIZE MULTI-YEAR PARTNERSHIP
Atlanta-based basketball brand to extend club's new uniform identity to recreational leagues throughout Georgia

ATLANTA, GA (September 30, 2015) – POINT 3 Basketball and the Atlanta Hawks Basketball Club of the National Basketball Association today announced a multi-year agreement, naming POINT 3 as the exclusive outfitter for Atlanta Hawks Youth Programs, which currently include the Atlanta Hawks Summer Camps and the Jr. Hawks affiliate league program, collectively representing more than 12,000 basketball players annually in the greater Atlanta area.

POINT 3, in its second year as outfitter for the Hawks Summer Camps, extended its partnership through the end of the 2016-17 season and now adds exclusive rights to outfit the Jr. Hawks affiliate league program. Atlanta Hawks affiliate leagues will now have the chance to outfit their participants in cutting edge uniforms from POINT 3 featuring the company's patented DRYV® Moisture Control technology and the Hawks new brand identity, at a cost subsidized by the club.

"POINT 3 has proven to be a great partner and we are excited to continue our relationship for years to come," said Andrew Saltzman, Executive Vice President and Chief Revenue Officer for the Atlanta Hawks and Philips Arena. "Outfitting our summer camp and Jr. Hawks participants in POINT 3's innovative apparel will provide the next generation of Hawks fans the opportunity to wear our new colors and logos as they enjoy basketball throughout the state of Georgia."

In addition to rights around the Jr. Hawks and Summer Camp programs, POINT 3 will promote their brand and patented DRYV® Moisture Control technology via the Hawks digital network, radio spots, and in-game features at Philips Arena, where POINT 3/Hawks branded merchandise will be available for sale in the arena store.

"The Atlanta Hawks have exemplified innovation both on the court and off, which is what we strive for daily at POINT 3" said Michael Luscher, Founder & CEO of POINT 3 Basketball. "This partnership not only extends the reach of their exciting new brand identity to recreational players throughout the city, but re-affirms their commitment of remaining True to Atlanta."

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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.

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About the Atlanta Hawks

With a bold identity and strong new ownership, the Atlanta Hawks Basketball Club and Philips Arena remain committed to making Atlantans proud on the court and off. The 2014-15 Southeast Division Champions, the Hawks have made the postseason in eight consecutive seasons and reached the Eastern Conference Finals for the first time in franchise history in 2015. Off the court, the organization has built a culture of inclusion, diversity and innovation, all with a touch of Southern Hospitality. It continues into the community where the organization builds bridges through basketball, whether by constructing and refurbishing courts in Atlanta neighborhoods, providing scholarships to our basketball camps, or surprising and delighting our fans with unique Atlanta Hawks experiences. Atlanta Hawks Membership, which includes your seat for every home game for the 2015-16 regular season games, is on sale now at www.hawks.com/membership or by calling 866-715-1500! For more information on the Hawks, log on to www.hawks.com today or follow us on twitter @ATLHawks.

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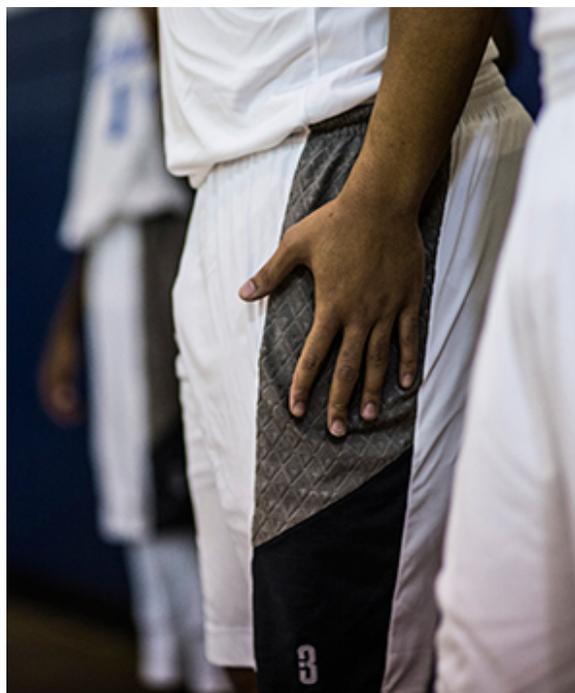
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Jr. Hawks Jersey by POINT 3



POINT 3's Patented DRYV® Moisture Control