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POINT 3 BASKETBALL STRENGTHENS PRODUCT DEVELOPMENT TEAM
Industry Veteran Rebecca Cleaton Joins Performance Basketball Brand

ATLANTA, GA (January 19, 2015) – POINT 3 Basketball has announced the addition of Rebecca Cleaton, a seasoned industry veteran, as the company’s new product development manager. Cleaton will take the lead on all projects within the company’s product development department, with a specific focus on sourcing, vendor management, quality control and logistics.

Cleaton comes to POINT 3 with a wealth of experience in the performance sportswear industry. She has spent more than ten years working in similar product development roles for brands such as New Balance, Converse, Crocs and Roka Sports, and will see her responsibilities increase with her new role as the product development leader for POINT 3.

“Rebecca is a true product specialist, passionate about developing innovative performance gear that addresses the specific needs of athletes,” said POINT 3 CEO Michael Luscher. “Her industry experience coupled with that passion will allow POINT 3 to continue introducing new styles to meet the increased demand for our products.”

Cleaton, a graduate of the University of New Hampshire-Manchester, has a diverse background that includes a bachelor’s degree in biology, as well as formal corporate-level training in textile sciences and engineering from North Carolina State University. Cleaton is also an avid basketball player, and will thus look to combine her passion for the game with her wide-ranging skillset to be a key asset for POINT 3 going forward.

“I played basketball growing up and have always loved the game, so POINT 3, with their innovative DRYV technology, just seemed like the perfect fit for both myself and my skill set,” said Cleaton. “Needless to say, we have some intriguing projects ahead of us and I can not wait to get started.”

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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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