



FOR IMMEDIATE RELEASE

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**FORMER WNBA AND GEORGIA STANDOUT TASHA HUMPHREY JOINS
POINT 3 BASKETBALL MARKETING TEAM**

Humphrey to Focus on Grassroots Marketing and POINT 3 Alpha Program

ATLANTA, GA (October 20, 2015) – POINT 3 Basketball announced today that it has added former WNBA and University of Georgia standout Tasha Humphrey to its growing roster of employees. Humphrey, the No. 11 pick of the 2008 WNBA Draft, has joined the company’s marketing department. She will help coordinate grassroots marketing initiatives and the further growth of POINT 3’s Alpha Ambassador Program, which consists of 30+ basketball skills trainers worldwide who represent the company on the frontlines of basketball development.

“Tasha is exactly the person we need to take our Alpha program and our other grassroots initiatives to the next level,” said POINT 3 VP of Marketing, Mikko Simon. “Her professional skills and unquestionable basketball pedigree immediately increase our credibility when reaching out to our core audience and to new Alphas. We are psyched to have Tasha on our team.”

Humphrey was a two-time Gatorade State Player of the Year at Gainesville High School in Gainesville, GA, where she led the team to three straight state titles. She played college ball at the University of Georgia from 2004-2008, finishing her career as the school’s second all-time leading scorer and rebounder. She also won a gold medal at the 2007 Pan American Games as a member of Team USA. In the WNBA, she represented the Detroit Shock, the Washington Mystics, and the Minnesota Lynx, and also played professionally overseas.

Prior to joining POINT 3, Humphrey held positions in the staffing and transportation industries after finishing her professional playing career.

"Obviously, basketball is in my blood. My mother was a hoop-head, and I grew up to be a hoop-head too. As such, it is extremely gratifying to be able to work with a team like POINT 3 where everyone shares my passion for the game," said Humphrey. "I look forward to helping POINT 3 continue its fast-paced growth."

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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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