



FOR IMMEDIATE RELEASE

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POINT 3 NAMED OFFICIAL BASKETBALL APPAREL OF THE CIT
Collegiansider.com Postseason Tournament partners with the only gear Made for Basketball

ATLANTA, GA (March 13, 2011) – Today, the 2011 CollegeInsider.com Postseason Tournament (CIT) named POINT 3 Basketball as the exclusive basketball apparel of their upcoming NCAA tournament. The 24-team field features schools from 15 different conferences across the nation and is currently the third largest NCAA Postseason Tournament.

“Like POINT 3, the CIT is a fast-growing, basketball focused group dedicated to the on-court needs and desires of true hoop-heads,” said Michael Luscher, Founder & CEO of POINT 3 Basketball. “We jumped at the chance to work with them and provide these elite-level college ballplayers with the only apparel truly made for basketball.”

Each member of the winning team will receive a full POINT 3 gear kit including BALLER (performance shorts), FREE (sleeveless shooting shirt), BASE (compression under-garment), HOODIE (outdoor performance top), SAK (gear bag), and SHOOTER (shooting sleeve).

The entire 24 team field includes Air Force (15-15), Buffalo (18-13), East Carolina (18-15), East Tennessee State (22-11), Furman (22-10), Hawaii (18-12), Idaho (18-13), Iona (22-11), Jacksonville (19-11), Marshall (22-11), North Dakota (19-14), Northern Arizona (19-12), Northern Iowa (19-13), Ohio (18-15), Oral Roberts (19-15), Portland (20-11), Quinnipiac (22-9), Rider (23-10), San Francisco (17-14), Santa Clara (19-14), SMU (17-14), Tennessee Tech (20-12), Western Michigan (20-12) and Valparaiso (23-11).

Every game will be broadcast live through Fox College Sports Broadband, with the championship being televised on Fox College Sports on Wednesday, March 30. The single-elimination format will be played entirely at on-campus sites, which will be determined by seeding.

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About POINT 3 Basketball (www.point3basketball.com):

Founded in 2010, POINT 3 is the only performance apparel company dedicated exclusively to evolution in basketball gear. POINT 3 (:00.3) is the shortest amount of time during a basketball game in which a player can receive a pass and attempt a shot. Every POINT 3 matters.

About Collegeinsider.com (www.collegeinsider.com):

CollegeInsider.com was originally established in 1995 as a regional newsletter. The product became an online presence in 1996, with college coaches taking active participation in 1997. CI has developed an implemented unique and creative content like Coach Columns, The Mid-Major Top 25 ©, The Runway to the Fashionable Four © and the CIT.

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