



# NOAH BASKETBALL NEWS RELEASE

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BOSTON, MA - Noah Basketball, a leading company in basketball shooting training technology, will introduce the Noah Training System to NBA teams at the Boston Celtic's 2003 Reebok Pro Summer League at the University of Massachusetts - Boston from Monday, July 14<sup>th</sup> through Sunday, July 20<sup>th</sup>. The 10 teams participating in the Reebok Summer League include the Boston Celtics, Cleveland Cavaliers, San Antonio Spurs, Atlanta Hawks, Dallas Mavericks, Milwaukee Bucks, New Jersey Nets, New York Knicks, Philadelphia 76ers, and the Washington Wizards. The Noah System debuted last week with rave reviews in Orlando, Florida at the Orlando Summer League, which included the Orlando Magic, Cleveland Cavaliers, Detroit Pistons, Miami Heat, Milwaukee Bucks and Minnesota Timberwolves.

The Noah System is a revolutionary training system that allows athletes to build a consistent arc, which is the most difficult part of a free throw or jump shot to master. The cutting-edge computer based video/audio system gives the shooter immediate verbal feedback and data analysis on the accuracy of each shot taken during a workout session. During the past season, NBA teams, prominent Division 1 colleges and high schools have adopted the technology with immediate success.

Dallas Mavericks Free Throw Shooting Coach Gary Boren of the NBA free throw leading team says, "Noah is a truly amazing piece of equipment that can help any player improve their shooting. The primary value of Noah is that it provides an effective way for a player to have a more consistent arc, something that virtually every player can improve on. I have been a shooting coach in the NBA for ten years, and can name on one hand the players I have seen whose arc never varies."

Noah Basketball is teaming with the Boston Celtics to make the technology available to the summer league teams throughout the week. In addition, the Boston Celtics will utilize Noah as a shooting training tool for the upcoming season. "We are excited to partner with the Boston Celtics and the Reebok Pro Summer League to bring such groundbreaking technology to the NBA. Just 15 minutes per week with Noah will bring improved free throw and jump shot shooting percentage to all basketball athletes. It is an excellent tool for players attempting to break out of a shooting slump," commented Jervis Williams, Vice President of Business Development for Noah Basketball.

## **About Noah**

Noah Basketball is a California based company with patent protected technology designed to improve the shooting performance of basketball players at all levels. Advisory Board members include Joe Montana and Chris Mullin. For more information on the Noah System and an on line demonstration, visit [www.noahbasketball.com](http://www.noahbasketball.com) or call 1-888-TRY-NOAH.