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Mark Price Shooting Lab – Another Innovation by Suwanee Sports Academy

SUWANEESPORTSACADEMY, GA – **November 1, 2006** – Suwanee Sports Academy has announced the opening of the Mark Price Shooting Lab, giving basketball players the opportunity to learn how to shoot the basketball the right way through state-of-the-art technology and personalized professional instruction.

“This shooting lab at Suwanee Sports Academy gives players a place where they can focus solely on shooting and work on the techniques of becoming a great shooter,” explained Price, who serves as Suwanee Sports Academy’s Shooting Specialist. “Becoming a great shooter takes lots of practice and the lab will provide players the necessary tools to practice correctly. I’m excited about offering players the technology, coaches and facility to become better shooters.”

“Mark Price is one of the best shooters to ever play the game and his shooting lab here at Suwanee Sports Academy certainly puts an emphasis on shooting,” commented Suwanee Sports Academy Director of Basketball Kevin Cantwell. “This is just another part of our philosophy that focuses on the development of fundamentals. Shooting has become a lost art in our country and the Mark Price Shooting Lab is going to help change that.”

The shooting lab consists of video analysis through Dartfish Technology and arc analysis on the NOAH Shooting System along with several other specialized shooting equipment pieces. The NOAH Shooting System, which is used by several NBA and college teams, is the first of its kind for measuring the arc of a shot. Players will work closely with a professional shooting coach to develop a personalized practice plan while also receiving a full shot analysis at the beginning and end of the five session package.

“We’re excited to be able to provide players with the tools needed to become great shooters,” added Cantwell, who prior to joining the Suwanee Sports Academy spent 27 years as a Division I college coach. “Our shooting lab coaches along with the state-of-the-art shooting technology will give players access to the best personalized shooting training in the country.”

Price, who spent 12 years in the NBA, holds the record for highest career free throw percentage in NBA history, was a 4-time NBA All-Star and also won the NBA 3-point shooting contest on two occasions. For more information about the Mark Price Shooting Lab call 678-541-0176 or visit www.ssasports.com.

About Suwanee Sports Academy

The Suwanee Sports Academy (SSA), located just outside Atlanta, is the largest privately owned facility in the country for basketball and volleyball training and competitive events. The facility is 100,000 square feet and includes seven NBA regulation basketball courts and 11 volleyball courts. Offerings include a variety of training programs, leagues, tournaments and camps. National competitions and evaluation events are also held at SSA routinely, offering tournament organizers professional and efficient support staff in a clean, safe, and climate controlled environment. The Academy is the place where dedicated athletes and families come to train, compete and achieve. For more information, visit www.ssasports.com.

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