

High Stakes Hoops Ultimate 3-on-3 Basketball Challenge to Debut at the Orleans Arena in Las Vegas

The Largest Purse In 3-On-3 Hoops History Will Be On The Line August 22-24

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LAS VEGAS, May 20 /PRNewswire/ -- The Orleans Arena today announced the debut of The Ultimate 3-on-3 Basketball Challenge, potentially one of the most lucrative high stakes hoops competitions in history. The Ultimate 3-on-3 is open to virtually all players, and will be held at the Orleans Arena Aug. 22-24, 2008, with the winning teams splitting a payoff pool of up to \$100,000.

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"Some of the most intense competition I have ever seen has taken place in the halfcourt game, and this 3-on-3 Basketball Challenge will give some great athletes a chance to showcase their skills, while winning some great prize money," said The Ultimate 3-on-3 Challenge commissioner, former University of Michigan and Arizona State University head coach Bill Frieder. "We have all seen how competitive pickup basketball with very low stakes can be. With \$100,000 on the line, we expect the level of intensity to go through the roof."

The Ultimate 3-on-3 is open to any player over 21 years of age, barring players currently under an active professional contract or with remaining college eligibility. Teams of three, four or five players will compete in either the open division or the appropriate age bracket: 20's, 30's, 40's or over 50, with three players on the standard halfcourt court at all times. The games will be professionally refereed, and each team is guaranteed to play at least three games. The entry fee for the open division is \$2,500 per team, and \$1,500 for the decade division teams.

The Orleans will also provide complimentary rooms for all three nights at The Orleans Hotel and Casino for teams that register before Aug. 1. A full set of individual skills competitions for registered team members will also be a part of the three-day event, with potential broadcast and new media opportunities to be announced shortly.

For more information or to register visit <http://www.highstakeshoops.com/>.

The Ultimate 3-on-3 Challenge was conceived, is owned and managed by Frieder, the second most winning basketball coach in both Michigan and Arizona State history, and 1985 NCAA Coach of the Year; former college coach and Manager of NIKE Basketball Marketing Ed Janka; promotional innovator Doug Verb, the President of ACTION Sports America, and former producer of the NBA's "Hoop-It-Up" and "Volleyball Blast" multi-day festivals; and the Orleans Arena, a Boyd Gaming property.

About the Orleans Arena

The Orleans Arena, a Boyd Gaming facility, located less than two miles from the Las Vegas Strip, is host to more than 200 events each year including family favorites Disney on Ice, Harlem Globetrotters and Ringling Bros. and Barnum & Bailey Circus; top concerts such as Black Eyed Peas, Brooks & Dunn, Jane's Addiction and Lynyrd Skynyrd; and a variety of sporting events including Las Vegas Wranglers, Don King-produced boxing and NCAA basketball. For information on booking events call 702-365-7469 or go online to <http://www.orleansarena.com/>.

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Web site: <http://www.orleansarena.com/>

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