

FOR IMMEDIATE RELEASE

American Basketball Association's North Texas Fresh to host tryouts on May 29 & 30, 2010!

DALLAS (May 11, 2010) - The North Texas Fresh of the American Basketball Association (ABA) have announced they will be holding the first set of open tryouts for the upcoming 2010-2011 season. Open to all players 18 years of age and older, the 2-day pro basketball tryout camp will take place Saturday, May 29th and Sunday, May 30th.

Players attending will be evaluated in a multitude of basketball skills including decision making, athletic conditioning and court leadership. Registration for the camp via the North Texas Fresh website (www.northtexasfresh.com) is \$75 before May 29th. Any players that sign up on May 29th will be charged \$100 at the door. The location of the tryouts will be announced online in coming days.

Last year's pro tryout camps for the inaugural season of the franchise produced numerous solid contributors including Brandon Perry, Carzel "Moose" Wynn and former University of Texas-Arlington alumnus Robert Taylor. Standing only 6'5" and playing the center position for the Fresh, Robert was selected to the All-ABA Rookie Team after averaging more than 15 points and 13 rebounds per game. The play of these three players, in addition to former NBA Developmental League player Jay Bowdy, helped the Fresh to an 18-3 record and the first round of the playoffs.

"It was a blessing to have these three guys," said Bowdy. "When I stepped down from coach to player, they made adjustments for me and dealt with my battles in getting back to my old playing days. I couldn't ask for better players as they had faith in me and in this franchise and that's what we are looking for in this camp, players with faith and heart more than just players with talent."

For more information on the North Texas Fresh 2-day basketball pro tryout camp, please contact the Fresh by email at northtexasfresh@yahoo.com and/or register online at www.northtexasfresh.com.

About North Texas Fresh Professional Basketball Organization

The North Texas Fresh is a new American Basketball Association (ABA) professional men's basketball expansion team in Fort Worth, Texas. Owned by former NBA Developmental League player and Trimble Tech alumnus Jay Bowdy, the North Texas Fresh adopts the ABA's philosophy of promoting a mix of community-based fun and affordable quality entertainment. Our goal is to assist local schools, community charities and businesses attain success. We are also dedicated to providing families the opportunity to enjoy a professional basketball atmosphere with an affordable price. During the 2009-10 season, the North Texas Fresh played their home games at the W.G. Thomas Coliseum in Haltom City, just outside of Fort Worth, Texas. (www.NorthTexasFresh.com)

About North Texas Fresh Owner/CEO Jay Bowdy

Jay Bowdy, born Frederick Jay Bowdy on August 26, 1983, is an African-American entrepreneur, the owner of the North Texas Fresh (ABA basketball team), and the program manager of the Boys and Girls Club of Greater Fort Worth. Born in San Antonio, Bowdy grew up in the poverty-stricken areas of south Fort Worth, Texas. Jay, the son of two athletes, has been involved with basketball since the age of 5, and while playing for Trimble Tech High School, was recruited by over 20 NCAA Division I and 10 Division II schools. His professional basketball career includes brief stints in the NBA Developmental League and other ABA teams before coming back as a player for the North Texas Fresh in January 2010.

Bowdy graduated from the University of West Georgia with a bachelor degree in sports management.

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