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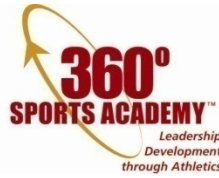
360 FOOTBALL ACADEMY PLACES CALL FOR AMERICA'S PREMIER FOOTBALL PROSPECTS TO SIGN UP AND BE SCHOOLED BY THE NFL'S BEST

Inaugural Camp to Take Place in Atlanta; Year-Round Program Focuses on Improving Student-Athletes both On the Field and With Kaplan SAT/ACT Test Prep

ATLANTA (May 18, 2010) – 360 Sports Academy, the premier student athlete training organization, today announced the launch of its 360 Football Academy. Following a successful run on the West Coast with its minicamps, 360 Football Academy debuts in the East, in Atlanta, with its comprehensive year-long immersion program and a goal to see 99 percent of its participants attend college on an academic or athletic scholarship.

Kicking off the annual commitment is an intense week-long academy, running June 7 – 11, in Atlanta at Georgia Institute of Technology (Georgia Tech). With a line-up of who's who professional football players to be released later this month, 360 Football Academy is the country's first high-energy and interactive skill-building effort geared to expand participant's athletic, academic and leadership skills. Continuing the training throughout the year, all attendees will be required to complete on-line continuing education and leadership development modules as well as other seminars taught during the 12 months following each academy.

Led by veteran NFL athlete Hannibal Navies, the academy will challenge participants both on and off the field to improve their fundamentals and endurance in football and provide them with critical information to help them succeed in real-life situations. Attendees will learn first-hand on the field training from Competitive Edge Sports (CES), and other important topics such as the NCAA admissions and recruitment requirements and regulations, health and wellness advice from Team Doctors Preferred Access, ACT/SAT prep education from Kaplan, basic money management skills, careers in sports workshop and general media training. The campers will also have the opportunity to spend an evening with professional football players to ask questions and learn exactly what it takes to succeed on and off the field. Hosted by the Parents of Professional Athletes (POPA), parents and guardians of the academy attendees will be invited to participate in a half-day workshop focused on various elements of the "student-athlete experience" taught by Kaplan, CES, Team Doctors Preferred Access, NCSA and others.



“It’s undeniable that today’s student-athletes are more talented than ever, and the majority have aspirations of playing college and professional ball,” explains Hannibal Navies, founder and CEO of 360 Sports Academy. “The goal of 360 Football Academy is to help these young guys obtain that goal, and succeed in more than just athletics. We give them tools to be successful on and off the field with the possibility of either an academic or athletic scholarship. Our objective is to help these young men be as well rounded as they can be as they enter the next stage of their life”

The Atlanta camp, which is pulling student athletes from markets such as Washington, D.C., Dallas, Miami and Atlanta, will be the first of many that will debut in 2011. Accommodations and meals will be provided at the university. Participants will receive camp uniforms, which include two shirts, two pairs of performance shorts, compression dry-fit undershirt, reversible football jersey, sweat suit, duffle bag and an authentic 360 Football Academy Riddell football helmet. Scholarships are also available to a limited number of individuals. For more information please visit, www.360footballacademy.com

(EDITORS NOTE: If you are interested in obtaining a press pass for the camp, please contact Colleen Murphy at 404-214-0722 X 109 or cmurphy@trevelinokeller.com)

About 360 Sports Academy

360 Sports Academy is the premier student athlete development organization that offers the highest level of engagement from professional athletes. The organization is dedicated to developing student-athletes into leaders by empowering them with best-in-class, comprehensive training programs and expert resources that provide the skills and knowledge - both athletic and academic - to reach their full potential. Founded and fully operated by leaders in the professional sports industry, the academy offers student-athletes imperative life skills and knowledge that will help them to make sound decisions in many of their future endeavors, all while garnering athletic skills to improve their technique, performance and stamina. In 2010, student athletes can participate in the 360 Football Academy. The 360 Basketball Academy will launch in 2011 with other sports forthcoming.