ULTIMATE HOOPS
25
ULTIMATE
HOOPS

70% QUIT

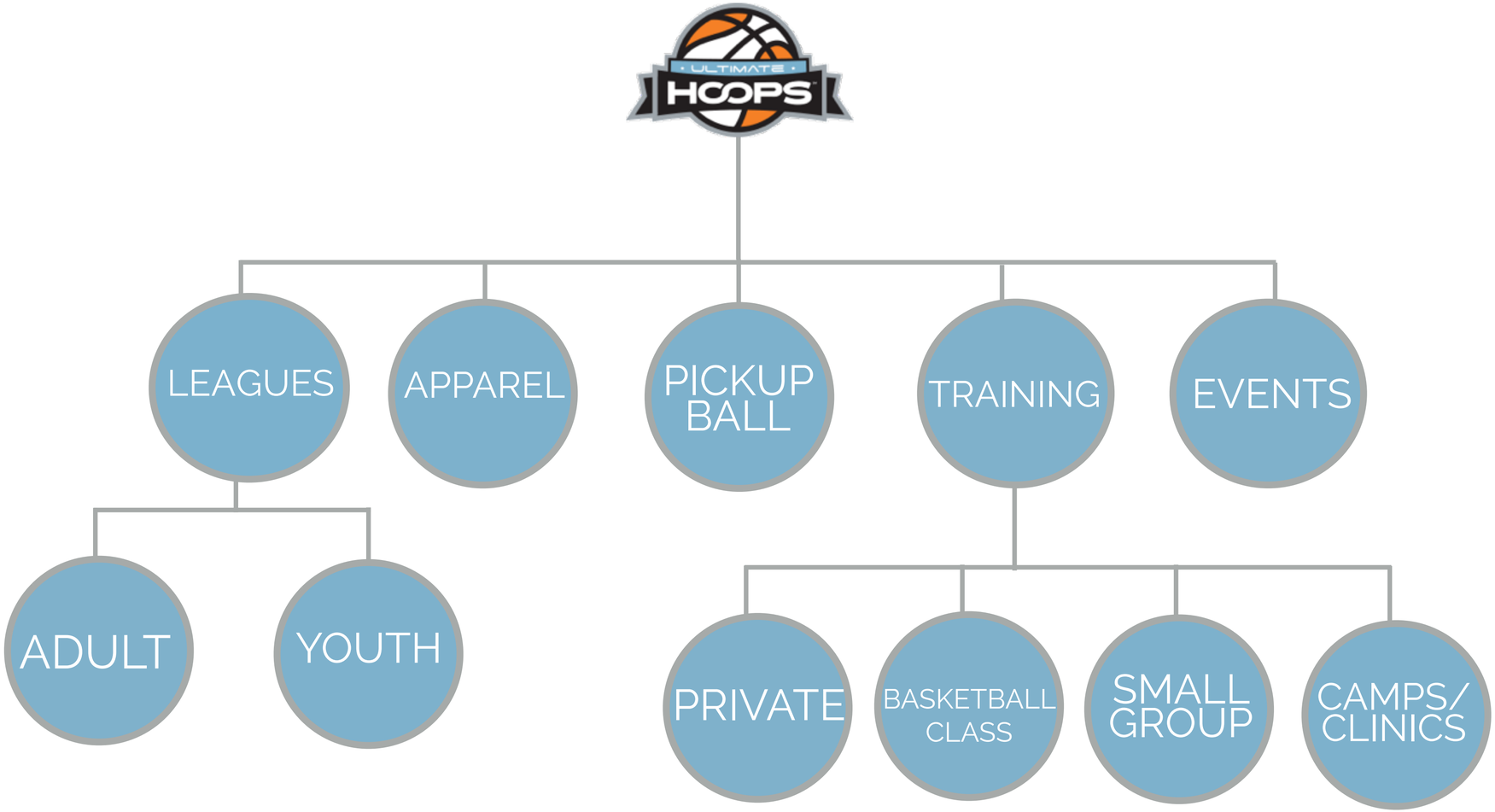
PLAYING BASKETBALL BY AGE 13 AND NEVER PLAY AGAIN.

AT ULTIMATE HOOPS, OUR MISSION IS TO INSPIRE PLAYERS TO...

#NEVERRETIRE

FROM THE GAME.

OUR PRODUCTS



LEAGUE

We believe all basketball players should be treated like professionals. Our recreational leagues merge the on-court with online to provide an immersive, 24/7 experience.

Tour our leagues site at leagues.uhlife.com

DREAM LEAGUE

The All-New **Dream League** takes UH Leagues to the next level. An individual experience where players showcase their skills and then are drafted to a unique franchise.

48-minute games, full-media coverage and prize money- the only thing missing between the Dream League and the NBA is the million-dollar contracts.

Learn more -> uhlife.com/dreamleague

NATIONAL TOURNAMENT

Each May, Ultimate Hoops teams from across the country gather in Las Vegas to compete in a weekend tournament to determine who is the best team in UH Nation.

TRAINING

Our training products inspire players to always improve, no matter their age or ability.

We believe basketball training is about having fun, continual personal growth, and staying in the game.

CAMPS & CLINICS

Having fun playing basketball comes from having great teammates. All our camps & clinics are designed to become a better player, but most importantly, a better teammate.

MAYA MOORE ACADEMY

We've partnered with WNBA superstar Maya Moore and Jordan Brand to offer an exclusive camp experience.

Attendees have a chance to interact with Maya, practice fundamental basketball training and enhance personal development by attending sessions led by elite coaches, trainers and guest speakers.

PICKUP BALL

In addition to professional hardwood floors, pickup ball at LIFE TIME features regulation-size glass backboards, wall-mounted scoreboards, complimentary towels and full-service locker rooms.

Come join the 10,000 pickup ball participants already playing on our courts weekly across the U.S.

RETAIL

In November 2015, we opened our flagship retail store, located inside the Target Center Life Time Athletic in Minneapolis.

IN THE COMMUNITY

PROJECT UH

We believe every player should be treated like a pro. This extends outside of Ultimate Hoops and Life Time Fitness.

With Project UH, we'll volunteer our time, and donate our resources, to restore one city or school basketball court each year in America.

OUR CULTURE

ULTIMATE
HOOPS
SM
PROFESSIONAL PLAYGROUND
A Competitive Culture of Fun & Focus
Exude Joy
Destroy Distractions
REAL RELATIONSHIPS
An Authentic Association of 2+ People
Positive Peer Pressure
Consistent Communicator
LIMITLESS
Motivated Mindset For Continuous Improvement
Never Satisfied
Always Learning

UHLife.com