



News Release

FOR IMMEDIATE RELEASE

National pro basketball franchise launches in-house financing

Tempe, AZ (July 9th, 2010) – The [Community Basketball Leagues](#) (CBL), a professional youth and adult amateur basketball company, today announced the launch of their new franchise financing options that will help [individuals in cities throughout the United States](#) with becoming CBL franchise owners.

The CBL franchise has youth and adult leagues, a semi-pro team that represents the franchise, and semi-pro teams play against other CBL franchises. The adult leagues feature a player draft, player trades, all-star games, and player/team rankings each week. "The CBL leagues are about giving players the ultimate amateur basketball experience and we believe our new in-house franchise financing options will increase our franchise brand within the United States. We get several franchise applications on a daily basis, but a lot of the applicants needed other financing options in order to become a franchise owner so we used that feedback to create our new financing options," said [Jamar Johnson, the Creator and Chief CBL Commissioner](#).

The CBL was started in September of 2008 in Elkhart, IN, Johnson's hometown of Elkhart, IN and within six months the CBL went from one city to eight cities in six states. One characteristic that attracts franchisees is that the CBL is not just about playing basketball. "I started a CBL franchise because of my love for basketball and because our area needed a different type of community based program that would bring us together and nothing does that better than sports and sports teams," Marty Hertherington, the newest franchise owner in Detroit, MI.

The [CBL's franchise financing options](#) will allow potential franchise owners to reserve their franchise location and get started for about \$500.00 or there is an option to select a traditional or lease franchise financing. The CBL management team is poised to grow the franchise brand to one hundred cities across the US within the next twelve months and they plan to grow to over six hundred franchises within the next five to seven years. The CBL franchises are sold on a first come, first serve sign-up basis. To fill out a franchise application or to get more information about the Community Basketball Leagues and franchise opportunities visit the Become a Franchisee page at [www.CBLHOOPSUSA.com](#) or call 1-888-228-3855.

ABOUT COMMUNITY BASKETBALL LEAGUES

Based in Tempe, AZ, CBL Worldwide, LLC is a professional youth and adult amateur basketball leagues and semi-pro teams that promote health and wellness, life skills education, and business stewardship. For more information log on to [www.CBLHOOPSUSA.com](#).

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Media Contacts and Media Coverage Links:

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CBL media coverage link - <http://www.cblhoopsusa.com/media/>

CBL TV/video commercial link - <http://www.cblhoopsusa.com>