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Jordan Brand Celebrates Chris Paul's Arrival to LA with the Upcoming Launch of the CP3.V

JORDAN BRAND CELEBRATES CHRIS PAUL'S ARRIVAL TO LOS ANGELES WITH THE LAUNCH OF THE CP3.V

A UNIQUE VISUAL EXPERIENCE TO CELEBRATE PAUL'S LATEST SIGNATURE JORDAN BRAND SHOE

WHAT:

To celebrate the arrival of Chris Paul to Los Angeles, Jordan Brand hosted a special media event on January 5, unveiling the latest model of Paul's signature shoe, the Jordan CP3.V. During the event, media had the opportunity to walk through a creative visual space highlighting key moments and places in Chris Paul's life that have brought him to where he is in the NBA today. Media in attendance also had the chance to get an up close look at the new shoe and participate in a question and answer session with Chris Paul and Jordan CP3.V designer, Tom Luedecke.

The Jordan CP3.V was custom built for Chris Paul and his unique high-speed style of play and for players looking to be a step quicker than the competition. Designed with the most lightweight, supportive technology available, the next generation Flywire construction has made the Jordan CP3.V the lightest CP3 model to date. Innovative Podulon technology and the Phylon midsole combined with a Cushlon upper gives players an impossibly quick response when flying down the court.

The first color way of the CP3.V will be available in the U.S. on Wednesday, January 11, 2012 for a suggested retail price of $120.

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For additional information on the Jordan CP3.V visit www.jumpman23.com

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