

NFHS Memo to State Associations

Basketball Administrators,

I have gotten several inquiries about a new product on the market called a Concept 1 Shoe made by Athletic Propulsion Labs. I've included a product link below and the marketing claims made by the company.

Based on this information, the product would be prohibited for competition based on NFHS Basketball Rule 3-5-4. You may want to get this information out to your schools.

Please let me know if you have any questions.

Mary

Mary Struckhoff
NFHS Assistant Director
Basketball Rules Editor and National Interpreter

<http://www.athleticpropulsionlabs.com/load-n-launch-technology.html>

In testing situations, athletes have experienced increases of several inches on their vertical leap wearing Athletic Propulsion Labs™ basketball shoes with the Load 'N Launch™ technology. In some cases, athletes who were the proverbial “inches away” from being able to dunk a basketball on the regulation 10-foot basket, were able to dunk the ball when wearing Athletic Propulsion Labs™ shoes. These are not training shoes. Athletic Propulsion Labs™ has created actual playing shoes designed to make players jump higher during a game – increasing the benefits to a player's jump shot, rebounding, dunking and shot blocking ability.