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Battlefield Sports

FOR IMMEDIATE RELEASE:

Media Release

Battlefield Sports is smart business

Innovative Sports Equipment Exporter named as a finalist in the Queensland Smart Awards

Brisbane, August 3rd 2004: BATTLEFIELD SPORTS, the world leader in commercial laser skirmish equipment was recognized in the Comalco-sponsored 2004 Premier of Queensland's SMART Award last week.

Battlefield Sports is the world leader in the new sport of Laser Skirmish, and exports its equipment to many countries including the USA, UK, France and Canada.

Named as a finalist in the Services category Battlefield Sports was one of only four companies from across Queensland that were selected as finalists for the Smart Awards for outstanding achievement in services. Battlefield Sports was in good company, the other finalists were Webcentral (currently on the BRW Fast 100 list) and JTA International. The winner of their category, Wotif.com, was also named overall State winner, Smart business of the Year 2004.

The State-wide awards program showcases business innovators across all areas of the Smart State. The awards reward the best use of integrated technologies to create new business opportunities; the degree of innovation; how the innovation drove the business; growth of the business in relation to the innovation; and business management practices.

In only their second year, these Awards attracted 113 entries from throughout the State and highlighted the immense diversity of businesses in Queensland.

The Awards were presented by the Premier of Queensland, The Hon. Peter Beattie, "The SMART Awards give these winners the profile they deserve as Smart State companies that are at the cutting edge of technology, products and services, business processes and management practices.

"I congratulate all of our Award winners. Their success encourages more local businesses to strive for excellence," Mr Beattie said.

"These SMART Awards recognise the real champions of Queensland, the real innovators creating jobs, export revenue and the future of the Smart State."

About Battlefield Sports

Inducted to the Australian Technology Showcase in February 2003, Battlefield Sports is the world's leading manufacturer commercial grade, infrared guns for fun combat games without the bruises. Named as a finalist in the Australian Sport Awards (sports exports), Battlefield Sports also won the 2003 Queensland Premier's Emerging Exporter Award (FNQ region). Battlefield Sports sells about 70% of its Laser Skirmish products internationally. Laser Skirmish has extensive market potential worldwide in both corporate team building and recreation/leisure markets. As well as strong national sales, current export markets include USA, Canada, UK, and France. Strong interest also has been expressed from Israel, Finland and Germany.

The Battlefield Sports website is available at <http://www.battlefieldsports.com>
© Nicole Lander is the Senior VP Marketing, Battlefield Sports.

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