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Battlefield Sports

FOR IMMEDIATE RELEASE:

Media Release

Third successive Export Award for Battlefield Sports

Battlefield Sports home of the innovative laser skirmish technology has won the 2004 Cairns Region Export Award for manufacturing.

Cairns, Qld, August 26th 2004: BATTLEFIELD SPORTS, the world leader in outdoor laser tag today is celebrating a unique honor: its third successive Export Award.

Following being named as Highly Commended in 2002, and winning the Emerging Export category in 2003, the company has now won the Cairns Region Export Award for Manufacturing.

The awards were presented by Minister for Local Government and Planning, and Minister for the Environment, The Hon. Desley Boyle, MP "The aim of the Cairns Region Export Awards is to identify and reward the most successful and innovative local exporters."

This award recognized Battlefield Sports' success in sports and recreation abroad, including achieving 212% growth in sales in the past year.

Nicole Lander, Senior VP Marketing of Battlefield Sports, said: "We are delighted to have again been honored with an export award. Not only does it reflect the success our team has achieved, but it also helps fly the flag for the Australian manufacturing industry worldwide."

Employing 9 staff in Cairns and Brisbane, Nicole Lander says Battlefield Sports will continue to grow its export business through a combination of new product development and enhancement and expansion of existing and potential markets, including USA and South America.

About Battlefield Sports

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. 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 was 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.

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

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