

Contact: Nicole Lander
Phone 61 1300 666 559
Fax 61 1300 666 549
info@battlefieldsports.com

Ground Floor, 84 Newman Ave
Camp Hill Q 4152
AUSTRALIA
www.battlefieldsports.com

Battlefield Sports

FOR IMMEDIATE RELEASE:

Media Release

Battlefield Sports named as one of the best
Arts/Entertainment Exporters in Queensland

**Battlefield Sports home of the innovative laser skirmish technology named as
a finalist in this year's Premier's Export Award.**

Brisbane, Qld, September 24th 2004: BATTLEFIELD SPORTS, the world leader in outdoor laser tag was yesterday recognised for achieving state finalist status in the prestigious 2004 Queensland Export Awards.

In a glittering night of nights, Battlefield Sports was honoured as a finalist in the Arts/Entertainment category.

Other winners included The Croc Hunter, Steve Irwin.

The awards were presented by Premier of Queensland and Minister for Trade, The Hon. Peter Beattie, MP "The aim of the Queensland 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 this export award. Not only does it reflect the success our team has achieved, but it also helps fly the flag for the Australian manufacturers of sports equipment worldwide."

Premier Peter Beattie said Queensland exports in 2002-03 accounted for about \$27 billion, or more than one-fifth of gross state product. He said Queensland exported goods worth \$6.1 billion in the three months to July this year, a 24 per cent increase over the same period last year.

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 2004 Cairns Region Exports Award (Manufacturing). 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.

ENDS

For Release 9 a.m. GMT, September 24th 2004

more