

Contact: Nicole Lander  
Phone 61 1300 666 559  
Fax 61 1300 666 549  
[info@battlefieldsports.com](mailto:info@battlefieldsports.com)

Ground Floor, 84 Newman Ave  
Camp Hill Q 4152  
AUSTRALIA  
[www.battlefieldsports.com](http://www.battlefieldsports.com)

**Battlefield Sports**

**FOR IMMEDIATE RELEASE:**

# Media Release

## Battlefield Sports 2004 Success

**Battlefield Sports capped off an Award winning year with a massive increase in sales.**

**Los Angeles December 4<sup>th</sup> 2004:** This year has been another successful year for BATTLEFIELD SPORTS, having won many awards and achieved a massive increase in sales.

The acclaim for Battlefield Sports' achievements continued during 2004, with the company winning numerous awards.

In the first quarter, at the federal Sport Awards, Battlefield Sports was named as a finalist for its Sports Exports.

Mid-year the company won their regional export awards in the Manufacturing category and was named as a finalist for the State-wide Smart Awards its innovative Services.

In the last quarter, at the State Export Awards, BFS was named as one of the top three businesses in Arts/Entertainment in Queensland.

The financial year 2004 also saw Battlefield Sports achieving a massive increase in sales.

Global sales for the financial year grew 210.4% on its already successful sales of 2003.

Nicole Lander, Senior VP Marketing of Battlefield Sports, said: "We have exceeded our objectives for this year so are lifting the bar higher for our 2005 results."

This massive increase in sales has led to the opening of a brand new office in Los Angeles to further support North American operations.

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 North America and Asia.

### **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 2003, 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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