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Battlefield Sports

FOR IMMEDIATE RELEASE:

Media Release

Battlefield Sports means smart business

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

Brisbane, August 9th 2005: For the second year in a row, BATTLEFIELD SPORTS, the world leader in the new sport of Laser Skirmish was recognized in the Commonwealth Bank sponsored 2005 Premier of Queensland's SMART Award last week.

Battlefield Sports was 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, other winners were GBI Consulting, UniQuest, and FFA PaySmart.

Battlefield Sports exports its equipment to 22 countries including the USA, UK, and Canada.

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 third year, these Awards attracted 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.

Mr Beattie said the Smart Awards attracted high caliber entrants from across small, medium and large Queensland industries, including agribusiness, creative industries, manufacturing, mining or minerals processing, science and technology, and services.

"These awards have become an integral part of the Queensland business calendar and serve as an important form of recognition for our firms that are adopting the cutting-edge, state-of-the-art solutions to remain globally competitive," he said.

"We are delighted to be again recognized as innovative this year. This award is testament to the hard work and inventiveness of our team," said Peter Lander, Managing Director Battlefield Sports.

About Battlefield Sports

Inducted to the Australian Technology Showcase, Battlefield Sports is the world's leading manufacturer commercial grade, infrared guns for fun combat games. Battlefield Sports also won the 2004 Queensland Premier's Exporter Award (FNQ, 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. As well as strong national sales, current

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export markets include USA, Canada, UK, and recently India, Singapore and Thailand. Strong interest also has been expressed from Italy.

The Battlefield Sports website is available at <http://www.battlefieldsports.com>

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