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**FOR IMMEDIATE RELEASE:**

# Media Release

## Gold Medal Sport and Technology

### Countdown to Commonwealth Games starts with showcase of Australia's best technology

**Melbourne, VIC, February 16<sup>th</sup> 2006:** As the world's top sports athletes push themselves to the limit at the 2006 Commonwealth Games, Battlefield Sports will be showcasing its technological expertise in the new sport of "exertainment" at the Telstra Dome, on March 9.

This new innovation by Battlefield Sports, a combination of exercise and entertainment, known as exertainment, is one of the featured technologies at the Australia Technology Showcase Commonwealth Games exhibition.

The Australian Technology Showcase has invited Battlefield Sports to exhibit at the 2006 Australian Technology Showcase Exhibition as part of the Business Club Australia events associated with the Commonwealth Games.

The Australian Technology Showcase is an initiative of both the State and Federal Governments to promote businesses that have developed innovative cutting edge technology.

The Commonwealth Games represents an opportunity not only for Australians to perform on the sports fields but also to succeed in sports technology.

Our sports technology is inspired by popular video games such as Halo 2 and Counter Strike; it is a live combat simulation.

High powered infrared guns combined with inflatable bunkers and barricades draw players into a realistic and visually stunning 3D combat adventure.

The team at Battlefield Sports is proud to have been acknowledged as an industry leader in such a prestigious manner and look forward to exhibiting our new innovation in exertainment.

#### **About Battlefield Sports**

Queensland Company, Battlefield Sports is the world leader in the new sport of Battlefield Live. It exports equipment to many countries including the USA, UK, Spain and Canada.

Inducted to the Australian Technology Showcase, Battlefield Sports sells about 70% of its products internationally. Battlefield Live has extensive market potential worldwide in both corporate team building and recreation/leisure markets.

The Battlefield Sports website is available at [www.battlefieldsports.com](http://www.battlefieldsports.com)

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