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# Media Release

## Battlefield Sports Inflatables pumped up the Paintball Crowd

**A New Benchmark in Exertainment is launched in the UK.**

**Stratford, England, March 2<sup>nd</sup> 2006:** Delegates at this year's United Kingdom Paintball Sports Federation Trade and Site Conference were blown away by the new battlefield inflatables launched by Battlefield Sports.

The CQB (Close Quarter Battle) urban/military style inflatables ([link to pictures http://www.battlefieldinflatables.com/militaryinflatablestheme.htm](http://www.battlefieldinflatables.com/militaryinflatablestheme.htm)) are the result of relentless research and development by the Battlefield Sports team.

Their mission was to create mobile battlefields that draw players into a realistic and visually stunning 3D combat adventure.

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

Nicole Lander, Senior Vice President Marketing: "With the launch of our new urban CQB's it is now possible to reach vast population centers with fast and very intense entertainment experiences that offer a physical alternative to video games but at the same level of excitement."

"It's a big breakthrough for us and all of our locations worldwide," said Ms Lander.

"To capture the excitement we have branding this innovation as 'Battlefield Live!' and the response has been breathtaking," said Ms Lander.

Paul Diamond, a UK agent for Battlefield Sports, is the manager of the new Battlefield Live attraction within the popular tourist destination, The Big Sheep: "Everyone loved the inflatables, they could see how they could incorporate them into their Speed Ball Fields and use them for Close Quarters Battles."

"We have already secured several orders from the show with dozens more groups requesting demonstrations," said Mr Diamond.

The Battlefield Sports inflatables are patent pending and truly are the new combat simulation games benchmark in their class.

Stay tuned for more breakthrough thinking from the world "thought leader" in live action gaming entertainment.

### About Battlefield Sports

Battlefield Sports™ is the inventor of Battlefield Live™. We are the global leaders in the hot new niche markets of exertainment & exergaming. Battlefield Sports™ manufactures, distributes and markets the equipment, patent pending live gaming inflatables, and

For immediate release

*more*

unique battle missions for this bleeding edge hybrid of electronic sport and entertainment targeted at generation x & y. With representation in 22 countries and millions of games played Battlefield Sports has revolutionized the combined entertainment and exercise options for the video game generation. Join us!

Headquartered in Australia, Battlefield Sports won numerous awards for excellence, including Exporter of the Year 2005 (FNO). Inducted to the Australian Technology Showcase, Battlefield Sports sells about 70% of its products internationally.

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

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