



Press Statement Issued by Hammer Lacrosse

Hammer Sets New Standard for Lacrosse Shaft Durability Composites Are Changing the Game

PLEASANTON, CA, January 16, 2008 – Hammer Lacrosse today announced significant breakthroughs in composite lacrosse shaft durability. Hammer's continuous product improvement program is yielding big dividends. Over the past year, Hammer engineers have been working with leading polymer scientists in New Zealand, Germany and the United States on new advanced, molecular-hybrid epoxies. The goal is to improve the durability of fiber-reinforced, composite matrix shells. The program has been testing a wide array of hybrid compounds in combination with leading aerospace-grade, ballistic fabrics configured in a cross-linked, continuous biaxial weave. Several hybrid compounds produced favorable results. A new rubber-toughened compound provided an impressive 18% durability improvement. However, a new proprietary high-temp, ultra-high-impact epoxy was best in show, demonstrating a significant 80% improvement with no loss of system flex or feel. The new high-impact shell has been field tested with great results.

"We are pleased with the new performance advances and are excitedly continuing our research," said Rene Meyer, Hammer's VP of Manufacturing and R&D. "With our recent advancement and continued efforts, we are confident that very soon we will be first to market with an indestructible composite lacrosse shaft, and continue to widen the performance gap."

HAMMER LACROSSE is a division of Hammer Sports Inc., a leading developer, marketer and distributor of branded performance sports equipment and accessories. Through an unwavering commitment to innovation, Hammer creates products designed to make every athlete a better athlete. Hammer's products are used primarily in team and individual sports activities such as lacrosse, ice hockey, field hockey, baseball, softball, and water sports. Headquartered in California's high-tech corridor, Hammer has dedicated R&D and manufacturing facilities with focus on global competition. For more information, visit www.hammerlacrosse.com.

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