



Press Statement Issued by Hammer Lacrosse

Player Designed for Performance Flex is the Key to High Energy Return

PLEASANTON, CA, November 6, 2007 – Hammer Lacrosse today announced that player performance is shaping the future. It's no longer about colorful graphics or marketing hype, the sport is growing up. Hammer is happy to be at the forefront of the performance evolution with the player designed PowerShaft line of lacrosse shafts. The PowerShaft has taken four years and over 3,000 tests to develop. It is all about player performance.

The Hammer PowerShaft is player designed, inside and out, for performance:

GRIP SHAPE: 94% of players asked, prefer a traditional hexagonal grip shape with soft edges over all other shapes.

GRIP TEXTURE: Grip testing reveals players prefer a textured surface for secure grip and added control. When asked to specify what they want, they overwhelmingly prefer a rough but non-abrasive, non-sticky yet non-smooth (or slippery) surface. It needs some texture but still easy to slide. It sounded impossible, until an investigation in military surface coatings turned up a multi-layer polyurethane coating. It was originally designed, and is still the only coating used, as a high-impact UV protective coating for commercial aircraft. After several months of texture tests with players, the final grip texture went into production. The Hammer Shafts are coated on the same line, with the same material used to coat the Hubble Telescope, Bradley Fighting Vehicle, Patriot Missile System, and many other undisclosed defense systems. It's very tough.

WEIGHT: Players were surprised to learn, after testing various weight shafts, that the shaft weight they preferred (and thought was the lightest) was actually a mid-weight shaft (6.8oz-7.3oz). The mid-weight shafts had better bio-mechanical balance, providing better control and faster shooting. Balance engineering and CG design (center of gravity) is nothing new to other sports like baseball, golf and tennis. High-Performance requires balance; the Hammer PowerShaft is weight and flex-optimized for balance and control.

FLEX: In some applications, like bicycle frames and canoe paddles, flex means lost energy. But in other applications like golf, tennis, skiing, hockey and lacrosse, flex means performance. Designed correctly, flex is controllable stored energy. Flex is complex; it is the opposite of what you would think, in tennis if a racquet is strung looser, the player's shots will be much faster. Hammer's flex is enabled by the biaxial-weave Kevlar shell that performs like a fibrous muscle layer (with a unique blend of strength and flexibility), driven by the tuned internal graphite spars of the PowerCore. The complex, dynamic relationship between the fiber-reinforced matrix shell and the vibration-damping, graphite-laminated foam core, delivers scalable bio-mechanically correct relational flex. The PowerShaft fully utilizes the advantages of composite dynamics, and its performance uniquely scales with athletic ability.

Commenting on the technology evolution, Hammer's VP of Manufacturing and R&D, Rene Meyer, said, "Four years ago, we approached the initial PowerShaft development as a NASA-like project as if Porsche and BMW engineers teamed up to develop a new high-performance lacrosse shaft for the US Marines. The shaft needed to be light and strong with scalable flex providing better speed, accuracy, and control. In short, we needed to move it into the modern era. If you compared lacrosse equipment technology to tennis or golf, with the exception of the Hammer PowerShaft, lacrosse is still 30 years behind. Even the composites shafts are merely composite versions of their alloy cousins, with little utilization of composite

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capabilities or advantages. Until they engineer-in true flex, not just marketing hype, tube manufacturers will remain trapped in the performance paradigm.”

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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