



Press Statement Issued by Hammer Lacrosse

Hammer Lacrosse Launches National JR TOP GUN Program

PLEASANTON, CA, April 2, 2007 – Hammer Lacrosse today introduced the JR TOP GUN Program. The program is designed to recognize and reward Junior lacrosse players for the hard work they put into their game. The program recognizes the season top point scorer on each team. Since points include both goals and assists, virtually every player on the team is eligible, including the goalie. The point structure also emphasizes team work and insures that all players are measured the same way. This is a team level award given at the coaches' sole discretion so sportsmanship is heavily factored into the qualification process. For the 2007 inaugural year all US Lacrosse League sanctioned Boys U13 & U15 teams are eligible, independent of regional or club participation. The recipients are entered in the online record book at www.HammerLacrosse.com and eligible to receive a special edition Hammer Ultraflex™ PowerShaft AX3045 lacrosse shaft.

"Sports are just like anything else – struggle and dedication develops character. We celebrate hard work" said Scott Patterson, President of Hammer, "The program recognizes and rewards the long hours of practice and training that it takes to win on game day. Congratulations JR TOP GUN recipients."

Commenting on the program, Doug Hanson, President, Petaluma CA Lacrosse, "I really appreciate the efforts of Hammer to recognize the hard work and dedication of the players from all the teams within our club. So often it is only the winningest teams that receive the accolades. The beauty of the Jr. Top Gun program is that it recognizes the hard work of every team, not just the teams that had great seasons. The program is a real morale booster as we head into the off season where all the work is done."

Also commenting on the program, Rob Valuck, Coach, CO Creek Indians Boys, U13 "Our team participated in the Hammer Lacrosse JR Top Gun Program this season, and it was great. It gave our kids an additional motivation to play well, score as many goals as we could, get as many assists as we could, and generally just play better, faster, with an eye on scoring---the very point of the game. Our Top Gun winner, is a 6th grader who has incredible field sense and shares the ball and gets his whole team involved; not only did he score 35 goals this year, he also had 52 assists and made his team better. A Top Gun that not only leads the team in scoring, but makes everyone around him better----I couldn't think of a more deserving kid to win a new shaft! Thank you, Hammer Lacrosse, for the program and for rewarding young players for their achievements. I've coached lacrosse for several years, and positive reinforcement like this goes a long way!"

"Going forward the program will be for U15 (7th/8th grade) Boys and Girls only." said Patterson, "It has been decided that while many U13 (5th/6th grade) programs are highly competitive, many are still developmental, putting undesirable pressure on the organizations. We are excited by the energy the program has created and look forward to announcing major brand sponsorship as details are worked out in the coming months."

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Hammer Sports Inc. 1989 Santa Rita Rd., Suite A-205, Pleasanton CA 94566, (925) 218-6945