



## Press Statement Issued by Hammer Lacrosse

### Hammer Announces Ao50-VZ and BR60-VZ Lacrosse Shafts With Crush Resistant Reinforced Shell

PLEASANTON, CA, May 1, 2009 – Hammer Sports Inc, a leading manufacturer of advanced composite sport shaft technology for lacrosse, the fastest growing team sport in the United States, announced today that it has completed field testing and has begun shipping the new reinforced Zylon composite Ao50-VZ attack and BR60-VZ middle/box lacrosse shafts. Product information and availability dates for the complete line of Hammer shafts is available online at [HammerLacrosse.com](http://HammerLacrosse.com).

The new, crush-resistant, reinforced Zylon composite “VZ” shell offers better checking performance and stick speed for high-end players. Like all Hammer shafts, the new shafts are weight and flex optimized for ultimate performance.

#### **Ao50-VZ attack**

The Ao50-VZ has been player engineered to be slightly stiffer than its predecessor for checking stability and shooting speed with no loss in feel or control. It is the ultimate attack stick. It features the flexible-armor of reinforced ballistic Zylon coupled with a high-performance, vibration-damping carbon reinforced core. This shaft is player preferred for high-scoring, fast attack action. The new, crush-resistant Ao50-VZ attack replaces the AR45-Z.

#### **BR60-VZ middle/box**

This medium-flex shaft is engineered for high-performance, full-field, middle play. It features the exceptional flexible impact performance of reinforced ballistic Zylon with a tuned higher-impact, vibration-damping, carbon-reinforced core. This shaft is great for the box and field player that loves the natural-flex, feel, and control of the Hammer attack shafts but needs more checking power. The new, crush-resistant BR60-VZ replaces the popular BR60-Z. The new VZ shell offers better impact resistance for high-performance full-field play.

#### **Ao50 VS BR60 - How to Choose**

“Product development has been working tirelessly on durability and crush resistance improvements to enhance the highest performing players,” said Rene Meyer, VP Product Development and Manufacturing for Hammer. “Part of the challenge lies in the different styles of play. Some players have a quick soccer style while others have a brute force football style. To serve these two very different style players, we have engineered two different sticks, the Ao50-VZ, tuned for fast attack action (soccer style), and the BR60-VZ, tuned for a more aggressive, full field, higher contact (football style). Improving shell durability while maintaining biomechanically-correct dynamic flex is a test-heavy, complex process. We are very excited with the performance of this new release. Hammer shafts are acknowledged as the best performing shaft in the game, and now the durability component is there as well. Further, in our commitment to customer satisfaction, we are pleased to offer a free upgrade to our AR45-Z and BR60-Z customers to the new VZ configurations. Simply send us an email and we will take care of you [customerservice@hammerlacrosse.com](mailto:customerservice@hammerlacrosse.com).”

The Hammer PowerShaft is a next-generation, composite shaft using modern composite engineering to provide a natural flex, giving the player better feel, control, and speed with less shock and vibration in traffic. The flex allows the athlete to achieve a whole new level of performance.

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 sports such as lacrosse and hockey. 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](http://www.hammerlacrosse.com).

HammerLacrosse.com

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