



## **Press Statement Issued by Hammer Lacrosse**

### **Hammer Scuttles Production of Ceramic Alloy Lacrosse Shaft** Light, stiff and strong is good for sales but bad for the sport

PLEASANTON, CA, June, 20, 2007 – Hammer Lacrosse today announced it has scuttled production of an advanced ceramic alloy lacrosse shaft. The new ceramic shaft was part of a high-end alloy line planned to broaden Hammer’s offering serving the top 50% of the market, capitalizing on the popularity of lightweight rigid shafts.

“This was a difficult business decision,” said Rene Meyer, Hammer’s VP of Product Development and Manufacturing, “We were excited about the new ceramic shaft, it was light and had a great look and feel, plus we had already begun launch activities for the new line. Unfortunately, after seeing the prototype test results, there was nothing we could do. This shaft performed just like all the other ultra-light, ultra-stiff tubular shafts on the market, it had a horrible shock and vibration signature. So, after 18 months of investment, we made the tough decision canceling the alloy product line. If it doesn’t make a better athlete then it doesn’t get our name on it.”

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](http://www.hammerlacrosse.com).