



## Press Statement Issued by Hammer Lacrosse

### **A Bent Lacrosse Shaft is a Thing of the Past Players Testify Hammer's Durability Outperforms Alloys**

PLEASANTON, CA, June 29, 2007 – Hammer Lacrosse today announced results of 2007 full-season field testing. In summary, Hammer's Ultraflex™ technology continues to dominate. Full-season field testing is a key component of Hammer's comprehensive product development process; the testing involves top level players in all age groups. The program focuses heavily on performance and durability. The end-of-season player feedback resulted in the profound discovery of three major misconceptions:

- Misconception Number 1: rigidity = strength = power
- Misconception Number 2: Lighter is better
- Misconception Number 3: Composites are weak

In the rigid world of alloy and composite tube technologies, flex results in bent and broken shafts. Marketing departments are forced to equate stiffness with strength, thus, creating the misconception that strength and performance are a function of rigidity and weight. That rule no longer holds true. With the entry of Ultraflex technology, flex means improved safety and performance. The game is changing; it's now truly about player performance.

Commenting on the test results, Hammer's President, Scott Patterson, said, "We were pleased and surprised that user feedback never even mentioned the old perceived rigidity-strength relationship. The players had moved on to a whole new level of experience and expectations. They were now talking about feel and control, and even comfort. They loved the flex in catching, shooting, face-offs and checking and were surprised at the PowerShaft's performance under pressure. They reported their checks felt softer but were just as effective and that they can play more fully now without injuring the other player. It's exciting" continued Patterson, "to see extended field testing support development lab testing. And it's only going to get better, next generation Ultraflex™ shaft's currently in development will continue to widen the performance gap between tubular shafts and new solid-core complex composite shafts."

The AX3045 is the first lacrosse shaft to use revolutionary Ultraflex™ technology, loaded with high performance features designed for power, control, and speed. Ultraflex shafts are weight optimized competition sticks featuring military aerospace materials engineered to deliver ultimate performance:

- Better Ball Control
- Increased Speed, Distance and Accuracy
- Full Load Power Shooting

The Men's 30" shaft is now available through Hammer retailers. The women's 32" shaft is on schedule for a late summer delivery as well as next season's 60" long pole and 40" goalie shaft.

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).

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