



Press Statement Issued by Hammer Lacrosse

Hammer Expands Manufacturing Capacity To Meet Demand

PLEASANTON, CA, July 2, 2007 – Hammer Lacrosse today announced that it has installed its second domestic production line to support increasing retail demand for the Ultraflex™ POWERSHAFT AX3045 men's 30" lacrosse shaft. The investment will enable the company to meet expected market growth over the next three years. The expansion was completed June 25, 2007 and includes the addition of a high volume resin injection system to support the current production lines as well as future 32" women's, 60" men's and 40" goalie lines.

Manufactured entirely in the US, the Ultraflex shaft production involves a complex 37-step, 5-day production process with critical environmental and process quality controls. It took two years to achieve manufacturability once the development was complete.

Commenting on the capacity expansion, Hammer's President, Scott Patterson, said, "This is one of the fastest growing sectors in lacrosse equipment and our investment at Hammer, puts us in prime position to meet the needs of the industry throughout this period of high growth." he continued, "It became clear, very early on in the AX3045 product launch, that we were going to need to expand production capacity immediately. At the completion of system number two, we began production on our third system to produce Girl's 32" shafts, expected to be in stores later this summer. We are also on schedule for the 60" long pole and 40" goalie shaft for the 2008 season. The immediate demand explosion for the AX3045 has been overwhelming. But our operational and manufacturing processes were designed from the beginning to scale real-time up and down optimized for manufacturing efficiency and flexibility."

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.

NOTE: This release may contain forward-looking statements. Actual results could vary materially, due to changes in current expectations.

HammerLacrosse.com

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