



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

### **Made in USA Quality & Military Export Restrictions**

PLEASANTON, CA, December 15, 2007 – Hammer Lacrosse today announced that an exploratory global manufacturing project has yielded unexpected results. Currently, nearly all of Hammer's competitor's products are manufactured overseas. But due to Hammer's aerospace/military grade materials, export restrictions prohibit shipping raw materials out of the US.

Commenting on the situation, Hammer's Vice President of Manufacturing and R&D, Rene Meyer, said, "Our staff has extensive experience in high-tech off-shoring, negotiating the complex web of business, cultural, legal and regulatory factors. Countries are all distinct and have different strengths with regional variations. We think globally and are always looking for ways to lower product cost and expand our market base without compromising quality or performance. We have tried using lower-grade globally-available materials but it just doesn't work. The PowerShaft performance is the result of a complex dynamic relationship between all of the components. The high-performance of our shaft requires the attributes of the higher-grade components." Continuing, Mr. Meyer said, "It's taken four years and over 3,000 tests to produce the PowerShaft, so knowledge-transfer outside the company is highly unlikely at this point. The contract manufacturing exploration was an important competitive benchmarking exercise but didn't turn up anything unexpected, other than for military reasons our raw materials are export restricted. That tells you something about our product and the competition."

With scalable world-class manufacturing in California and Detroit, Hammer is committed to competitive high-quality manufacturing.

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).

**HammerLacrosse.com**

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