

Contact: Nicole Lander or  
Simon Willetts  
Phone Toll Free 1-877-454-1607  
Fax 1-302-730-8467  
[info@zoneskirmish.com](mailto:info@zoneskirmish.com)

Ground Floor, 1148 Bay Road  
Dover DE 19901  
USA  
[www.zoneskirmish.com](http://www.zoneskirmish.com)

**Battlefield Sports**

**FOR IMMEDIATE RELEASE:**

# Media Release

## Battlefield Sports off with a Bang in Las Vegas

### **Battlefield Sports generates explosive interest amongst trade show visitors in Vegas**

**Dover USA, October 14<sup>th</sup> 2003:** Internationally successful custom laser skirmish gun manufacturer, Battlefield Sports, continues to enjoy a growing following in the US with explosive interest at the recent Fun Expo Trade Show in Las Vegas, USA.

According to Senior Vice President, International Marketing, Nicole Lander sales may jump considerably as Battlefield Sports' distributor, in the States is currently negotiating deals involving several interested parties.

"The response to our product in Vegas was very exciting and the feedback we have received from our distributor, Zone Systems Inc, and also adventure sports operators is extremely positive," she said.

"BFS is still a relatively small player in the huge North America leisure market, but we are well respected and continually building on our good reputation."

"The potential for the future is tremendous."

Battlefield Sports has recently added more staff at its manufacturing headquarters in Cairns, Australia, in response to increased demand. Forward orders for some models across the BFS range exceed 2 months and the company wants to reduce that lead-time.

"We are the first to market with a commercial grade outdoor laser gun, but the competition for entertainment innovations in America is fierce," she said.

"We remain totally committed to quality and we are continually looking at ways to improve our product," she said.

Ms Lander said BFS's ongoing push nationally across the USA was part of the company's strategy to double its existing size and production output in three years.

### **ABOUT BATTLEFIELD SPORTS**

Recently granted a State Government Industry Development grant, and inducted into the national Technology Showcase in February 2003, Battlefield Sports is the world's leading manufacturer of craftsmen built, high powered infrared guns for outdoor fun combat games without the bruises. Battlefield Sports is the winner of Highly Commended in the 2002 Emerging Exporter Award and 2002 Business Achievers Award for e-Commerce. Battlefield Sports sells about 75% of its Laser Skirmish products internationally. Laser Skirmish has extensive market potential worldwide in both corporate team building and recreation/leisure markets. As well as strong national sales, current export markets include Australia, Canada, Sweden, Finland, Austria, Belgium, Netherlands and Cyprus. Strong interest also has been expressed from Israel and Germany.

The Battlefield Sports website is available at <http://www.battlefieldsports.com>

ENDS

© Nicole Lander is the Senior Vice President, International Marketing at Battlefield Sports.