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Battlefield Sports

FOR IMMEDIATE RELEASE:

Media Release

Battlefield Sports' Manager named in the Top 50 Business Women in Queensland

Nicole Lander of Battlefield Sports, creator of the innovative Battlefield Live technology, named as a finalist in this year's Business Woman of the Year Award.

Brisbane, Qld, March 15th 2006: The woman who has played an instrumental role in creating the new worldwide industry of exertainment, was last night named a finalist at *qbr's* inaugural *Women in Business Awards*.

Nicole Lander, who co-founded Battlefield Sports in January 2000 as Senior VP Marketing received the prestigious award from Deputy Premier, Treasurer and Minister for Finance, State Development, Trade and Innovation, Anna Bligh, at a gala ceremony at the Brisbane Powerhouse Centre for the Arts, New Farm.

In a glittering night of nights, the overall winner was Bernadette Inglis, the Group Executive Wealth Management, Marketing and Strategy for Suncorp.

Graham Gardiner, the managing editor of Awards' convenor *qbr*, says Inglis won the top gong against stiff competition from an impressive line-up of nominees and finalists.

Sponsored by the Queensland Department of State Development, Trade and Innovation, the Awards build on the success of *qbr's* highly successful *Women in Business Breakfast Series* and provide formal public recognition of the achievements of the state's businesswomen and the increasingly important role they are playing in the community.

"The caliber of the nominees, finalists and winners highlights the growing depth of Queensland's female business community," he said.

The most recent Global Entrepreneurship Monitor's *Report on Women and Entrepreneurship* shows female entrepreneurship to be expanding around the world, with women accounting for between one-quarter and one-third of all business ownership in the majority of the world's most developed countries.

"Queensland is no exception. There is no doubt that women business operators are making a significant contribution to our state's economy, with around 34% of Queensland businesses now operated by women," he says.

Nicole Lander, Senior VP Marketing of Battlefield Sports, said: "I am delighted to have been honored with this business award. Not only does it reflect the success our team has achieved, but it also helps fly the flag for Australian manufacturers worldwide."

Employing 11 staff in Cairns and Brisbane, Nicole Lander says Battlefield Sports will continue to grow its export business through a combination of new product development and enhancement and expansion of existing and potential markets, including USA and the UK.

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About Battlefield Sports

Battlefield Sports™ is the inventor of Battlefield Live™ the live computer gaming experience. As the global leaders in this hot new niche markets of exertainment & exergaming, Battlefield Sports™ manufactures, distributes and markets the equipment, patent pending live gaming inflatables, and unique battle missions for this bleeding edge hybrid of electronic sport and entertainment targeted at generation x & y. With representation in 22 countries and millions of games played Battlefield Sports has revolutionized the combined enertainment and exercise options for the video game generation. Join us! Headquartered in Australia, Battlefield Sports won numerous awards for excellence, including Exporter of the Year 2005 (FNQ). Inducted to the Australian Technology Showcase, Battlefield Sports sells about 70% of its products internationally. The Battlefield Sports website is available at www.battlefieldsports.com

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