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Battlefield Sports

FOR IMMEDIATE RELEASE:

Media Release

Cool Accolades for Battlefield Sports

Innovative Gaming Equipment Exporter named in the Top 20 Cool Companies in Australia

Brisbane, August 8th 2006: Anthill magazine has chosen the Top 20 coolest companies in Australia, and Battlefield Sports was amongst the hip cadre.

Battlefield Sports, the world leader in the new gaming phenomenon of Battlefield Live was recognized in the Microsoft sponsored 2006 Australian Anthill magazine's Cool Companies Award last week.

Gaming was a winning theme amongst this year's coolest companies. The overall coolest was deemed to be online game middleware platform developers, Big World. Other recognized information technology companies included computer recyclers, wireless broadband providers, 3D home design software, and an online auction portal.

The Anthill team judged Battlefield Sports against six cool criteria: youth and attitude, reinvention, creativity, innovation, entrepreneurship, and X-factor.

"In essence, the term 'cool' was generally used to describe a company that is bringing about change by doing things differently or defying convention. Like James Dean in *Rebel Without a Cause*, the companies chosen were selected for their unique qualities as role models at a certain place in time, for the here and now. They either intrinsically represent or are preparing for changes in customer behaviors (and demographics) and evolving business attitudes," said James C. Tuckerman, Editor of Australia Anthill.

"They aren't afraid of the future, of failure, or challenging the status quo," said Mr Tuckerman.

Battlefield Sports' innovation is creating a new future for gamers, who using their specialize equipment can now take their favorite missions from popular video and computer games and play them live.

Gamers can take their skills from virtual death matches onto a real battlefield, played around instant barricades and bunkers in warehouses or on sports fields.

"Our focus is firmly on the digital generation. So we are delighted to be recognized in the Cool Company Awards. It is confirmation for us of our leadership position in the exergaming/exertainment space," said Nicole Lander, International Marketing Commanding Officer, Battlefield Sports.

Battlefield Sports has created a world-wide movement "From one export sale in 2002 we now have sold into 27 countries around the world," said Ms Lander.

"We are delighted to be recognized as "cool" this year. Battlefield Live is taking gamers to the next level," said Peter Lander, Commander in Chief, Battlefield Sports.

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Employing 12 staff in Cairns and Brisbane and 2 staff based in Los Angeles, 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.

About Battlefield Sports

Battlefield Sports™ is the inventor of Battlefield Live™. We are the global leaders in the 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 27 countries and millions of games played Battlefield Sports has revolutionized the combined enertainment and exercise options for the video game generation.

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 85% of its products internationally.

The Battlefield Sports website is available at www.battlefieldsports.com

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