

Contact: Nicole Lander  
Phone 61 1300 666 559  
Fax 61 1300 666 549  
[info@battlefieldsports.com](mailto:info@battlefieldsports.com)

First Floor, 1/47 Musgrave Rd  
Coopers Plains Q 4108  
AUSTRALIA  
[www.battlefieldsports.com](http://www.battlefieldsports.com)

Battlefield Sports

FOR IMMEDIATE RELEASE:

# Media Release

Battlefield Sports announces quadrupling factory expansion

**To cope with explosive growth Battlefield Sports commences construction on new factory**

**CAIRNS, AUSTRALIA, October 12<sup>th</sup> 2006:** To keep pace with the explosive growth within the live gaming industry, Battlefield Sports, already the world's largest provider of high-powered infrared game weaponry, today detailed plans to expand its production and test facilities in Australia.

The projects will add more than 10,000 square feet of factory space by mid-2007.

The expansion announcement comes as Battlefield Sports completes its first military contract.

Battlefield Sports Founder, Peter Lander said, "We are expanding our facilities to handle increasing customer demand and to accommodate the dramatic forecasted growth in new advanced packages."

"We believe about 80 percent of new advanced packages will be delivered to North American and the European Union. This expansion, along with the investments we have made in the development of new advanced technologies, puts us in a strong position to meet these demands," he said.

Construction is underway on the new factory which will quadruple current space.

Expansion of our new factory, which is the largest and newest live gaming gun factory in the world, started this year and facility completion is scheduled by the second quarter of 2007.

Battlefield Sports has enough property at the Innisfail site to add an additional ten thousand



For Immediate Release 9 a.m. October 12<sup>th</sup> 2006

*more*

square feet of manufacturing space adjacent to the buildings under construction.

"Much of our focus in this expansion is to improve the effective productivity of our manufacturing space to provide our customers the most value," said Zlatko Grcic, Battlefield Sports' senior vice president for manufacturing operations and order fulfillment.

"Besides building additional space, Battlefield Sports is focused on improving production output per square foot in existing space," Grcic said. "We are accomplishing this objective by installing more productive equipment, new tools, implementing new manufacturing concepts and achieving much higher utilization rates through better planning."

### **About Battlefield Sports**

Battlefield Sports™ is the world leader in the development and production of high powdered infrared weaponry for combat games. Battlefield Sports™ manufactures, distributes and markets the equipment, patent pending live gaming inflatables, and unique battle missions for this leading edge hybrid of electronic sport and entertainment. With representation in 27 countries and millions of games played Battlefield Sports has revolutionized the combined entertainment and exercise options for the video game generation. Headquartered in Australia and offices in Los Angeles, Battlefield Sports won numerous awards for excellence, including Exporter of the Year 2005 (FNO). Inducted to the Australian Technology Showcase, Battlefield Sports sells about 85% of its products internationally. [www.battlefieldsports.com](http://www.battlefieldsports.com)

### **FOR MORE INFORMATION ON BATTLEFIELD SPORTS, CONTACT:**

Shaun Browne, Vice President International Sales (323) 850 0373  
Email: [shaun@battlefieldsports.com](mailto:shaun@battlefieldsports.com)

ENDS