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Battlefield Sports

FOR IMMEDIATE RELEASE:

Media Release

Racers Battle It Out

For the First Time in Australia, Adventure Racers had a Battlefield Live experience

NOOSA, QLD., November 26th 2006: Not your typical adventure race, the Teva Adventure Series offered for the first time in Australia a new challenge for racers in Noosa last weekend.

While most adventure races are a team event and consist of running, mountain biking and kayaking, with a navigation component, the Teva Adventure Series went one step further, incorporating mental, physical and teamwork challenges.

The Noosa event tested every team's physical, mental, and teamwork abilities by adding to the traditional action sport elements, a new challenge. At the Champs participants were confronted by an innovative "battle" stage.

This new race stage challenged competitors to navigate across a secret course of battle terrain using the Battlefield Sports' combat simulation system.

The guns, supplied by Battlefield Sports, shoot infrared "bullets" to simulate the direct-fire effects of each competitor's engagements on the battlefield.

An intense showdown against strategically positioned enemy, competitors needed to pull out all the stops and work together as a team to overcome the challenge.

While under fire, the competitor team's mission was to find a Teva Monkey hidden in the forest, extract it, and remain "alive" to the drop zone.

Battlefield Sports' Founder and Chief Game Master, Peter Lander personally oversaw the tournament.

Robyn Lazenby, Event Director, was happy to include this new element to the race, "We continue to draw new competitors every year by providing challenging terrain, original course designs, and innovative team challenges."

"The Teva Series is perfect for the 'first time' and 'let's have fun' adventure racers, while offering all the challenges and rough and tumble to keep the front of the field fighting right up to the final check point. It's as competitive or as fun as you like to make it, and essential items on the kit list include a sense of adventure and a sense of fun!" Ms Lazenby said.

The race finish in the Premier Mixed Category was one to remember with two of Australia's top Adventure Racing Teams 'Team Mountain Designs' & 'Mind the Gap'

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battling it out throughout the event. At the last leg after an 8.5km kayak down the Noosa River these teams docked their Kayaks at the beach neck and neck and in a gesture of true sportsmanship, chose to cross the finish line arm in arm to share the \$3,000 first place prize and the \$1,500 second place prize, and the opportunity to now represent Australia at the prestigious 2007 Teva Mountain Games in Vail, Colorado, USA.

The Teva Mountain Games is America's largest celebration of mountain sport, soul and culture and it's a fantastic opportunity for our Australian champions to represent our country against the world's best!

About Battlefield Sports

Battlefield Sports™ is the world leader in the development and production of combat simulation equipment for civilian and military use. 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 (FNQ). Inducted to the Australian Technology Showcase, Battlefield Sports sells about 85% of its products internationally. www.battlefieldsports.com

About Teva Adventure Series.

The aim of the Teva Adventure Series is to conduct short races in the major capitals of Australia that will allow people of all levels of fitness and of varying backgrounds to try their hand at adventure racing. And, it's not just about how fast you run or ride, but how you work together as a team, and your ability to think outside the usual nine dots. A special twist that makes the Teva Series so special is the mental and physical challenges thrown in along way. www.tevaadventureseries.com

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