



For Immediate Release



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**AAE ANNOUNCES WINNER OF
\$5,000 SPORTS EQUIPMENT DRAWING**

Royersford, PA – November 17, 2010 - AAE (Aluminum Athletic Equipment Co.), manufacturer of top-quality athletic equipment, announced Devlyn Lovell of Antonian College Preparatory High School in San Antonio, Texas as the winner of its \$5,000 Sports Equipment Drawing held on November 12th. He was randomly selected from hundreds of athletes, coaches, athletic directors and sports fans that registered on myAAEworld.com during the one month promotion.

“While looking through my unread emails, I happened to see an advertisement from myAAEworld,” recalled Devlyn Lovell, Boys’ Athletic Director at Antonian College Prep. “Earlier that day, I had been looking online for an official timing stand and camera support post. Knowing what I know about AAE, I knew their equipment is top of the line and started looking for ideas to raise money for the previously stated equipment,” Lovell continued. “Upon reading the email and realizing the opportunity to win \$5,000 worth of equipment, it made entering my name worth its weight in gold. When I got the call from AAE that I won, it solved all my fundraising needs - great equipment from a great company. Thanks AAE.”



In an effort to highlight its newly launched website, myAAEworld.com, AAE ran an electronic campaign offering 20% off all of its online products to everyone and a chance to win \$5,000 of sports equipment for registrants of the site.

“We are thrilled to award Coach Lovell with equipment his school needs,” commented Leigh Diskin, Director of Marketing at AAE. “We want our members to realize real benefits from registering on myAAEworld.com through special offers and contests like this one.”

myAAEworld.com is a cutting-edge, social media sports community designed for athletes, coaches and sports enthusiasts in general. The site expands the user’s experience by featuring virtual tours, helmet-cam videos, athlete/coach profiles and stats, used equipment, classifieds, 24/7 sports feeds and much more – all for free. As well, the site offers online purchasing and details on hundreds of AAE sports products including permanent field equipment, competition equipment and recently added myAAEgear apparel and accessories. myAAEworld.com also highlights AAE products for Track & Field, Football, Soccer, Lacrosse, Field Hockey, Baseball, Softball and Kronum with improved navigation, search functions and shopping cart functionality. All product information is at the user’s fingertips – detailed images, drawings, video demonstrations, installation instructions and product manuals.

Since inventing and patenting the aluminum rocker hurdle in 1950 for the track marketplace, AAE has introduced a multitude of new products for use by coaches and athletes worldwide. With the use of advanced technology and design innovations, the firm makes over 400 items for track & field, football, soccer, field hockey, lacrosse, baseball, softball, rugby and Kronum. AAE develops, fabricates and assembles most products at its Royersford headquarters and manufacturing location near Philadelphia. For more product information call 800-523-5471 or visit myAAEworld.com.

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