



For Immediate Release

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AAE DESIGNATED OFFICIAL GOAL SUPPLIER TO KRONUM LEAGUE

Royersford, PA – June 23, 2010 - AAE (Aluminum Athletic Equipment Co.), manufacturer of top-quality athletic equipment, announces the expansion of its product line to now include Kronum Goals. Recently named the official goal supplier to the Kronum League, AAE collaborated with the league to redesign both chamber and crown elements of the goals for this innovative new professional sport that was specifically created for 21st century athletes and fans. A “fusion” sport, Kronum is a high action, high scoring game played between two teams on a circular field with four goals.

“Our original goals were really working prototypes. They were functional and served us well during our first season of play, but they were not ideal. The AAE goals are the real deal,” stated Bill Gibson, Kronum League founder. “We improved playability by implementing a solid, polycarbonate crown. We improved portability with a pivot bar wheel design that lets us roll the goals in and out of storage. And we improved safety by implementing proper counterbalancing measures. The people at AAE are true craftsmen in the field of sports equipment. Their products look amazing.”

“We are very excited to be involved with the Kronum League,” comments Tim Driscoll, President of AAE. “How often does a company have a chance to design equipment for a brand new sport? The final goals were installed in time for the first season game and are working well. As Kronum continues to grow in popularity, AAE is ready to deliver more goals on demand.”

AAE’s introduction of Kronum Goals coincides with the launch of myAAEworld.com - its cutting edge, social media website designed for athletes, coaches and sports enthusiasts in general. The new, social media aspect of myAAEworld.com is highlighted with “The Rivalry” – a section that allows athletes and coaches to setup profiles, search others’ profiles and track their stats in up to four sports, which now includes Kronum.

The AAE Kronum Goals include the main “Chamber” area, topped with a five-ring “Crown” that allows for extra points to be scored. The pivot bar wheel design makes it easy to move the goals in and out of storage. Special mesh netting encloses all three sides of "Chamber" and top of "Crown". Check them out at myAAEworld.com/new-products. Also visit kronum.com to get more info on this cool new sport.

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 and rugby. 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.