



For Immediate Release

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AAE LAUNCHES A CUTTING EDGE, SOCIAL MEDIA SPORTS WEBSITE

Royersford, PA – April, 19, 2010 - AAE (Aluminum Athletic Equipment Co.), manufacturer of top-quality athletic equipment, announces the launch of myAAEworld.com - its cutting edge, social media website 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 AAE apparel and accessories.

“Our goal was to create a fresh, innovative presentation of our products that was not only interactive, but also fun for our customers, friends and the entire sports community,” stated Tim Driscoll, President of AAE. “And I believe myAAEworld.com is the first to meet that objective in our industry.”

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. By joining “The Rivalry”, participants will become eligible to win Featured Athlete/Coach of the Month. “The Buzz” forum is another social facet that will permit users to share opinions about various levels of sports and current events in general.

Much of the myAAEworld content is the first of its kind in the institutional athletic industry. The “Used Equipment” section allows registered users to post their previously enjoyed equipment and

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make connections with buyers. The “Classified Ads” are available to post job opportunities, sports memorabilia and other sports-related services. The “On-Field Fantasy” gives a virtual tour of a stadium with hot spots for helmet-cam videos of athletes in action. “Sports Highlights” provides a sports crawl with up-to-the-minute news, scores and results - plus links to games and events.

myAAEworld.com also highlights AAE products for Track & Field, Football, Soccer, Lacrosse, Field Hockey, Baseball and Softball with improved navigation, search functions, shopping cart and “Quote Tote” functionality. All product information is at the user’s fingertips – detailed images, drawings, video demonstrations, installation instructions and product manuals.

“We’re especially proud of our new ‘Local Lookup’ feature,” commented Leigh Diskin, Director of Marketing. “It’s a Zip Code GPS-based system that gives customers the real-time location of our products within a certain mile radius of them. This gives the customer the opportunity to go check out AAE quality in person, which can be extremely important when purchasing a large ticket item.”

In celebration of 60 years in business, AAE held a special myAAEworld.com launch event at The Penn Relays from April 22nd to April 24th – giving away free backpacks to online registrants and holding three drawings for free iPads each day of the carnival.

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.