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**AAE INTRODUCES THE ACCU-KICK™ ADJUSTABLE PRACTICE FOOTBALL GOAL
DESIGNED TO HELP KICKERS SCORE BETTER UNDER PRESSURE**

Former NFL Kicker Greg Davis Signs On As Official Spokesperson

West Conshohocken, PA – March 7, 2001 - Aluminum Athletic Equipment Co. (AAE), manufacturer of top-quality athletic equipment, introduces an innovative adjustable, portable football goal designed specifically for kickers. The new goal will be marketed as the Accu-Kick Adjustable Practice Football Goal (Accu-Kick) to professional, college and high school football programs.

The general concept of the Accu-Kick is to psychologically prepare kickers for the pressure of game day situations, as well as offer kickers a fresh, more rigorous way to practice. The Accu-Kick has two main design features: (1) the uprights slide along the horizontal crossbar to adjust the width; and (2) the uprights are painted white on one side and yellow on the opposite side to allow a 180° rotation for an instant on-field color change. Professional football kickers, college level kickers and even some high school kickers will use the well-designed functionality of the Accu-Kick to sharpen their skills and increase their game day advantage. Some special kicking coaches and kicking training camps will also embrace this goal as a special teaching and training aid.

Greg Davis, a former NFL kicker who played for several professional teams and who now runs a kicking academy in the Atlanta area, has endorsed the Accu-Kick Adjustable Practice Football Goal and will act as spokesperson. “The AAE Accu-Kick goal is an innovative, new product available to help kickers improve their percentage of successful kicks, accuracy and bolster a kicker’s confidence prior to game day,” stated Davis. “I wish it was invented sooner, so that I might have gained the Accu-Kick advantage.”

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The Accu-Kick is sturdily constructed of aluminum and stainless steel making it durable under all weather conditions and easily moved on rubber wheels, usually by two people, and easily stored between games and during off-season. Each of the 24' uprights is attached at the base to a sliding stainless steel sleeve that independently runs along the horizontal crossbar. The upright width is adjustable from 18'6" to 6' and can be reduced or extended by pulling each upright to the desired setting by using the scale printed on the underside of the crossbar. Uprights pulled into a six-foot width constitute an extremely tight target, which only the most accurate of kickers can convert from any distance. It is excellent for visualization purposes and confidence building.

The Accu-Kick provides kickers with the opportunity to practice at varying widths and different distances, which keeps practices lively and challenging. Tim Driscoll, president of AAE comments, "Kicking is a critical aspect of football that, in my opinion, has long been overlooked for innovative practice equipment that hone the special skills. All too often the outcome of a game can rest solely on an accurate field goal or extra point attempt. We anticipate that kickers practicing with the Accu-Kick will gain that extra edge and increase their successful conversion percentages." Driscoll further believes that the psychological aspects of practicing with the Accu-Kick will have significant impact especially in the professional ranks where there is so much parity.

NCAA rules permit the goal posts to be painted either yellow or white, which highlights the second feature of the Accu-Kick that will benefit college kickers, which are the two-tone, reversible uprights. The entire length of the uprights is painted half white and half yellow and can be easily rotated. "When college teams travel they often face changes in goal post color from week to week," states Driscoll. "One advantage of the Accu-Kick is its ability to match the upright color that the kicker will be facing during the upcoming game; thereby allowing him to practice all week kicking into that color." While this feature does not affect all levels of play (NFL goals are always yellow), it does add one more visual cue to the kicker's practice routine that may make a difference on game day.

AAE predicts that professional teams will be more prone to show initial interest, but better funded college programs and secondary schools are also potential customers. Some overseas sales are expected where American football has developed. The Accu-Kick will list at \$5,995. Freight and delivery, as applicable, will be extra. Quantity discounts will be negotiated on a per case basis.

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, AAE manufactures over 250 items for track & field, football, soccer, lacrosse, field hockey, baseball, softball and rugby. AAE engineers, fabricates, customizes and assembles most products at its West Conshohocken headquarters located in suburban Philadelphia.

AAE's Accu-Kick, as well as all of its product lines, is sold direct. For more product information call 800-523-5471 or visit our web site at www.aesports.com.

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