



For Immediate Release

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AAE'S STATE-OF-THE-ART FOOTBALL GOALS INSTALLED AT NEW MEADOWLANDS STADIUM

Royersford, PA – September 9, 2010 - AAE (Aluminum Athletic Equipment Co.), manufacturer of top-quality sports equipment, announces another NFL installation of its Hinged Offset Football Goals, specifically designed for multi-venue facilities, at Meadowlands Stadium – the brand new \$1.6 billion home of the New York Giants and New York Jets.

AAE's Hinged Goals will be an integral part of the stadium's history with the Giants hosting the first NFL regular season game on Sunday, September 12, 2010, opening night. The following evening, the Jets will hold their home opener to be aired on Monday Night Football. Another milestone, Super Bowl XLVIII will be played at this stadium - the first time a Super Bowl will be played in the New York/New Jersey region, as well as the first time that a non-domed stadium in the northern United States will host the biggest football game in the professional ranks.

"I am extremely pleased that our goals were selected for another state-of-the-art NFL stadium," stated Tim Driscoll, President of AAE. "It's gratifying to be entrusted with such a crucial part of the whole project," continued Driscoll. "Think about it – the game can't be played without them."

Numerous NFL teams recognize the benefits these football goalposts offer and have installed them at their home facilities, including the Philadelphia Eagles, Cleveland Browns, Green Bay Packers, Dallas Cowboys and now the New York Giants and New York Jets.

AAE's patent-pending design incorporates a unique hinged base plate that permits removal and reinstallation of the goals on an as needed basis. For fields or stadiums hosting multiple sports and/or events, this is a major benefit. It gives maintenance crews the ability to work with the goals at ground level, which is much less labor intensive than other goals available.

And these goal posts not only save time, but also preserve a field's integrity by avoiding the use of heavy machinery. Most goals require a crane for removal, but AAE's Hinged Goals can be removed in four simple steps: 1) remove the anchoring bolts; 2) pivot the goal forward using AAE's exclusive, patent-pending invention, The RazeR to lower to ground level; 3) remove each upright and crossbar; and 4) disengage pin from hinged base plate to detach centerpost from sub-surface plate. The whole process takes about 20 minutes with a two-man crew and can be reversed to erect the goal fully assembled.

Available in PRO, NCAA and HS models, the six-foot offset centerpost is fabricated of 5-1/2" diameter steel. AAE's exclusive "C-Channel" attaches to the 5-1/2" diameter heavy-wall aluminum crossbar. Uprights are 20' high (30' for pro model) and made of 4" diameter structural aluminum tubing. The HSG-PRO Hinged Offset Football Goals list for \$10,245.00/pr. Various other models are listed on the website.

AAE's involvement with the debut of the Meadowlands 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 of course includes football.

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 500 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.

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