



For Immediate Release



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**KENT-MERIDIAN HIGH SCHOOL WINS \$10,000
OF SPORTS EQUIPMENT IN ONLINE COMPETITION**

Xavier High School wins \$2,500 and Maclay School wins \$1,000

Royersford, PA – May 20, 2011 - AAE (Aluminum Athletic Equipment Co.), manufacturer of top-quality athletic equipment, announced Kent-Meridian High School in Kent, Washington as the Gold \$10,000 winner of The Rivalry \$10,000 Competition, which entitles the school to \$10,000 of AAE equipment for its athletic programs. Kent-Meridian shifted into high gear to get 397 rivals (athletes, coaches and other supporters) to join The Rivalry between March and the competition's closing on May 15, 2011. Xavier High School in New York, NY won Silver \$2,500 with 140 rivals and Maclay School in Tallahassee, Florida snuck in as the Bronze \$1,000 winner with 128 rivals in the final hour of the online competition.

“This truly was a team effort. I’m incredibly proud of our students, coaches, staff, and community members. They rallied together and made it happen. As a result, we’re all winners,” commented Ron Hartley, Athletic Director at Kent-Meridian High School. “We’re very grateful to AAE for giving us the opportunity to get involved in this competition.”

“Over a thousand rivals participated, but Kent-Meridian was persistent enough to mobilize the greatest support and win it,” stated Tim Driscoll, President of AAE. “Now comes the fun part of selecting the equipment they want to spend their winnings on.”

AAE's website myAAEworld.com has a section called "The Rivalry". This area was designed as a virtual competition – it's an online community of athletes and coaches that strive to be the best. "Rivals" have the ability to track stats, post profiles and pictures, link to highlight videos, maintain private training journal/calendar and message other rivals. To add some excitement and competition to those who have created a profile on the Rivalry, AAE awards both an athlete and coach of the month.

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 500 items, including: track hurdles; track starting blocks; discus cages; pole vault pits; high jump pits; long jump pits; permanent, portable, hinged or rotating football goal posts; semi-permanent or portable soccer goals; field hockey goals; lacrosse goals; baseball batting cages; baseball foul poles; ball stopper protective sports netting; portable press boxes; team benches; portable bleachers and Kronum goals. 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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