



**AAE's Rollaway Football Goal selected for the
AllState Sugar Bowl Pre-Game Competition**

Royersford, PA – January 3, 2007 – AAE (Aluminum Athletic Equipment Co.) was chosen to supply the Rollaway Football Goal (RHG) for the AllState Sugar Bowl Fan Fest and Fan Jam, held at the New Orleans Spanish Plaza and Louisiana Super Dome.

On January 1st and 2nd, LSU and Notre Dame fans of all ages piled into the Spanish Plaza for Fan Fest. Festivities included pep rallies, interactive games and contests, team mascot photo opportunities, and cheering with team bands and cheerleaders. AAE's Rollaway Football Goal was used during the pre-qualifying events leading up to the Sugar Bowl halftime show - a chance to win \$50,000 by kicking a successful field goal.

The Sugar Bowl Fan Jam was a first-rate tailgate party held outside the Louisiana Superdome before the AllState Sugar Bowl on January 3rd.

Following the Sugar Bowl, AAE's Rollaway Football Goal was signed by the players and donated to the Boys and Girls Club in New Iberia, LA to raise money benefiting the Club in a silent auction.

AAE's RHG rollaway goals are available in both NCAA and HS models. Features 4" dia. heavy-wall aluminum tubing connected with structurally reinforced aluminum. Four 12" pneumatic tires with stainless steel axles are provided for ease in moving the goal. Comes in standard mill

finish and lists for \$2,650.00. White or yellow painted uprights are available upon request. For more product information, call 1-800-523-5471 or visit their website at www.aesports.com.

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.



Sugar Bowl fans look on as Field Goal Challenge Contestants attempt to kick a ball through the yellow AAE Rollaway Goal uprights.

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