



For Immediate Release



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**THREE LUCKY IPAD WINNERS HIGHLIGHT HUGE SUCCESS FOR
MYAAEWORLD.COM LAUNCH AT THE PENN RELAYS**

Royersford, PA – April, 26, 2010 - AAE (Aluminum Athletic Equipment Co.), manufacturer of top-quality athletic equipment, gave away three Apple® iPads in a promotion launching its new, cutting-edge website – myAAEworld.com – during the Penn Relays held on April 22, 23 and 24. The three lucky winners: Kelly Hamilton of Maryland (Day 1); Rausheem Thompson of Virginia (Day 2); and Dina Ramadane of Pennsylvania (Day 3). The myAAEworld booth in The Village outside Franklin Field generated so much registration traffic that reinforcement personnel had to be brought in to handle the crowds of people. With over 5,000 registered athletes, coaches, athletic directors and track fans, AAE has dubbed the launch of myAAEworld a huge success.

“I would like to think that the swarms of registrants at the myAAEworld booth were there to check out our cool, new website,” stated Tim Driscoll, President of AAE. “But I think the chance to win a free iPad may have had something to do with it too.”

myAAEworld.com is AAE’s newly launched, 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.

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.

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.

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