



For Immediate Release



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**MYAAEWORLD COMPETITION GIVES ATHLETES AND COACHES
A CHANCE TO WIN \$10,000 OF SPORTS EQUIPMENT FOR THEIR SCHOOL**

Royersford, PA – January 2010 - AAE (Aluminum Athletic Equipment Co.), manufacturer of top-quality athletic equipment, is running “The Rivalry \$10,000 Competition” on its website myAAEworld.com, which gives schools the opportunity to win a virtually instant sports equipment budget – GOLD at \$10,000; SILVER at \$2,500 or BRONZE at \$1,000. Unlike past random drawings held by AAE, this competition is sure to attract lots of interest since winning is solely in the hands of those who participate. The top three schools with the most Rivalry members on myAAEworld by May 15, 2011 12pm EST, take home \$10,000, \$2,500 or \$1,000 worth of AAE sports equipment respectively.

“We are anxious to see how this competition plays out,” states Leigh Diskin, Director of Marketing at AAE. “Any school can win it. They just have to stay organized and want it badly enough to keep their Rivalry members in the lead.”

Schools will be able to monitor their rankings via “The Rivalry Competition | Leaderboard” on The Buzz, myAAEworld’s forum. Threads will be posted to provide updates of the Top Ten as a barometer for where schools stand in relation to one another.

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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 for those who have created a profile on the Rivalry, AAE awards both an athlete and coach of the month.

This isn't the first contest myAAEworld has run. Last spring they held an iPad drawing among registrants on the site from the Penn Relays. The contest was so successful, they ran another drawing a few months later. This past fall, AAE also put together a drawing for \$5,000 worth of sports equipment to the school that had the most registrants on their site in a given time period. In recognizing that their past contests were only drawings, AAE took a different approach this time and decided to place control in the hands of the participants.

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, rugby and Kronum. 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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