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FOR IMMEDIATE RELEASE

TRUE Temper Sports Rebrands as TRUE Sports – Includes Lacrosse Division

MEMPHIS, TN – TRUE Temper Sports has rebranded as TRUE Sports as it continues to develop and innovate premium quality sports goods around the world. For more than 100 years, TRUE Temper Sports has been delivering performance-enhancing sports products through a multitude of brands that empower athletes to achieve greatness and forge a lasting legacy.

“This week represents a pivotal point in our company’s history as we transition our brand name from TRUE Temper Sports to TRUE Sports,” said Tom Burns, TRUE Sports Lacrosse General Manager.

As a division of TRUE Sports, TRUE Sports Lacrosse aims to design, manufacture, and distribute equipment that unlocks the fullest potential of each athlete. With the research, science, and innovation of TRUE Sports, each piece of lacrosse equipment is designed with the athlete experience at the forefront of development.

“In order to better align the lacrosse division inside the overall TRUE Sports brand we are excited to announce the move of our website from www.truetothegame.com to www.truesportslacrosse.com. Being found online is one of the most important aspects of brand building in today’s consumer experience. This new URL makes it both easier and more memorable for anyone looking for our lacrosse brand on-line.”

For more information about TRUE Sports Lacrosse, visit www.truesportslacrosse.com. For more information about TRUE Sports, visit www.true-sports.com.

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Media Contact
Tom Burns
General Manager
T: 800-727-3241
E: tom.burns@truetemper.com

About TRUE Sports

For more than 100 years TRUE Sports has been innovating performance-enhancing sports products. We put the research, time, and investment into our ideas; the blood, sweat, and tears into our designs; the late nights and early mornings into perfecting the experience customers will have with our products – because we know good isn’t good enough. It’s greatness that carves a legacy.

MADE TRUE. PLAY TRUE.