

	<p align="center"><b>Materials Technology - Consumer Products</b> (ETGF-OTC: BB)</p> <p align="center"><b>Element 21 Sports Company</b> 200 Queens Quay East, Unit #1 Toronto, ON, CN M5A 4K9</p>	<p align="center"><b>Issue:</b> February 13, 2009</p> <p align="center">All rights reserved! ceocfointerviews.com</p>
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**Not In The Market With A New Design Or Fad, Element 21 Has Developed  
A New Scandium Based Material For The Golf And Fishing Industries  
That Makes Clubs And Polls Lighter As Well As Stronger**



**Dr. Nataliya Hearn, Ph.D., P.Eng.**  
**President and CEO**

**BIO:** Dr. Hearn is the founder of E21 Golf, who laid the foundation for a vertically integrated structure, which encompasses patented Scandium metals, a proprietary manufacturing path and a unique engineering of Scandium sport products. Dr. Hearn holds a Ph.D. in Civil Engineering from the University of Cambridge, UK and is a registered professional engineer. Prior to her Element 21 venture, Dr. Hearn was an Engineering Professor at the University of Toronto and University of Windsor, a Director of the Magnesium Alloy Corporation, and the Director of New Product Development and Marketing at Link-Pipe Inc.

**Company Profile:** Element 21 Sports Company's premier products are golf clubs and fishing poles made out of a Scandium and biofiber materials, which are light, durable, and long-lasting. Element 21's golf clubs have been used by renowned golf pros, such as the winner of the FedEx Cup in 2008, who continues to use Element 21's Scandium technology during professional competition. Their patented technology encompasses scandium as the fundamental material used to provide superior golf and fishing equipment.

**Interview by: Lynn Fosse, Sr. Editor**

**CEOCFO:** Dr. Hearn, what is your vision at Element 21?

**Dr. Hearn:** "Element 21 is a material technology company that is implementing new materials into consumer applications, particularly in the sports industry. The vision for the company is to take new materials that are lighter, stronger and create superior sports products that perform better than any other product in the market. E21 started with golf products and pioneered Scandium alloys introduction into golf. Last year we introduced biofiber and scandium line of fishing rods, that represent one of the strongest and lightest rods on the market."

**CEOCFO:** What is different about your products?

**Dr. Hearn:** "The difference is the material used in manufacturing of the sports equipment. In golf there are only 3 materials that are used: titanium, steel and graphite. We are introducing Scandium, which is 25% lighter and stronger than titanium, 40% lighter and

stronger than graphite and 70% lighter and stronger than steel. The lightness and strength creates sports equipment that has huge performance advantages over existing equipment. The distance accuracy and sensitivity (feel) are greatly improved. A golf club with Scandium shaft and face can hit further and straighter, a fishing rod that can catch bigger fish on a lighter more sensitive rod. These are fundamental differences. Our business model is also unique, as we view major manufacturers as our potential customers (Calloway, Cleveland, Ping etc.), not competitors.”

**CEOCFO:** Who is using your products and how do you get people to pay attention?

**Dr. Hearn:** “E21 technology has been introduced in golf and fishing. These are very different industries requiring different approaches in getting our technology recognized. In golf, we are not focusing on consumers we are focusing on the OEMs, to start incorporating Scandium into their clubs. We have created E21 Scandium line of golf products so that professional and armature players can test playability advantages of Scandium. E21 real focus is to penetrate the \$25 billion dollar equipment market in golf, via the major brands in golf, such as Callaway, Ping etc. The way we have been approaching it in golf is by getting the top PGA and LPGA Tour players to use Scandium technology into their club. To date we have the top four players using our technology on unendorsed basis, including the 2008 winner of the FedEx Cup. We have over forty player on the PGA and LPGA tour; these are top caliber players that are incorporating Scandium technology into their clubs. Because, these players are using Scandium technology on unendorsed basis, we cannot use their name and likeness, making Scandium the best kept secret on Tour and in the golf industry. In the same way titanium changed golf in the 1990’s and made Callaway into the major player in golf. Titanium in Callaway’s Big Bertha, catapulted Callaway from a zero to a billion dollar company in a five-year period. Scandium is the next generation material in golf.

In fishing, E21 has successfully launched its products – the Carrot Stix™ in big chain stores. In the first year E21 was able to deliver its rods to over 500 retail locations across the USA.”

**CEOCFO:** Would you please explain what Scandium is.

**Dr. Hearn:** “Scandium is a metal that was developed for military and space applications. The applications that required lightness and strength. It is stronger and lighter than titanium, steel, graphite, magnesium and aluminum. With such unique material properties, E21 was able to design and manufacture golf clubs with ‘sweet-spot’, accuracy, and torque that is absolutely unique.

Our Carrot Stix™ line of fishing rods is super light and super sensitive, giving anglers a significant advantage in competitive environments.”

**CEOCFO:** Why does Callaway

**Dr. Hearn:** “This is patented developed proprietary take Scandium to a producer of idea of how to work with it. For cheaper to work with E21, than

**CEOCFO:** Are the companies

**Dr. Hearn:** “I think the fact

**“We are a company to watch for because we are dealing with fundamentals. We are not in the market with a new design or a new fad. There aren’t too many fundamental materials, there is only one titanium, there is only one steel, there is only one graphite and there is only one Scandium and Element 21 is a face of the Scandium technology.” - Dr. Nataliya Hearn, Ph.D., P.Eng.**

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starting to pay attention?

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Scandium technology is definitely turning heads. The golf industry right now is going through its own turmoil and changes, so that many smaller players are no longer in existence, and existing brands that were big even a couple years ago now have been shelved. There hasn’t been a significant change in the golf industry since introduction of titanium, so Scandium is a break-through, and every company is looking to be a little better, a little different, so yes we are definitely getting interest from OEMs on this product. E21 fishing, is a real winner, as we have the hottest rod on the market. We have only introduced the rods twelve-month ago, and we have already opened over 500 retail accounts! All the big-box stores are also coming on board. I have been talking to Bass Pro Shop in Texas and they have to re-order every week because they just can’t keep our Carrot Stix™ it in stock.”

**CEOCFO:** Tell us about the market in the fishing industry.

**Dr. Hearn:** “The fishing market is larger than the golf market. One of the reasons we decided to go into the fishing is because there is a certain consumer cross-over; there a lot of people who golf and fish and vice versa. The two industries are very different; the fishing industry is still controlled by thousands of little mom-and-pop tackle shops around the United States. The smaller retailers gave us a real push in the beginning, because they were real innovators. We got endorsements from professional anglers almost immediately because of the caliber of E21 rods. The sensitivity and action on these rods are phenomenal. Our seven foot bass rod weighs three ounces and retails at \$150/rod, the best quality, technology and best price. We were able in a very short period of time to penetrate the fishing market.”

**CEOCFO:** What has changed over the last few months with the current economic scenario?

**Dr. Hearn:** “I am finding that the tougher the economic times, the smarter you have to be in the way you operate. At these depressed stock prices, I don’t have to go to the markets to maintain our existence, and that has been a big break for us. We are really watching

how the economic climate develops. Consumers are not spending as much, but because we are a new product and we are just seeding the market, we are seeing the growth. The Bass Pro for instance has increased their projections about 80% since we started shipping for them a couple of months ago. Geographically speaking, we are well represented in only 30% of the United States, so 70% is wide open for introduction of E21 fishing line. We are just entering the market, so right now we are growing sales every month. E21 line is a well-priced product and a new technology. We are seeing that consumers are choosing to go with the better deal. I am excited because we are having phenomenal market penetration. I come to work everyday and there are more phone calls, more interest, and the retailers just can't keep our product in stock."

**CEOCFO:** Why should potential investors look at Element 21?

**Dr. Hearn:** "You want people to grow with you, make money with you and be excited about the product. We are dealing with men's toys, and men's toys are recession-proof. Men are going to keep on golfing; and they will keep on fishing on a good day or a bad day. The other advantage of investing into E21 is our share structure. On fully diluted basis we are a 10-million share company. Our stock because of the overall climate is about .50 cents right now, the last \$7 million that were invested in the company were invested at \$3.40 and above. We have reached a point where we are very close to break-even. Our sales and operations are almost level and we are growing. We had four sequential growth quarters where we went from zero sales in 2007 and we were just under \$2-million June 30<sup>th</sup> of 2008. The growth trend is continuing. We are showing real revenue numbers and because of the number of issued shares is small, every million that we make will be reflected in the stock price."

**CEOCFO:** Final thoughts, what should people remember most about Element 21?

**Dr. Hearn:** "We are a company to watch for because we are dealing with fundamentals. We are not in the market with a new design or a new fad. There aren't too many fundamental materials, there is only one titanium, there is only one steel, there is only one graphite and there is only one Scandium and Element 21 is a face of the Scandium technology."

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