

team-support

commitment

Once again, we're changing the playing field.

trust



industry leader

technology

innovative

Riddell introduces the *SIDELINE RESPONSE SYSTEM™*

Riddell proudly introduces a

QUANTUM LEAP in the detection,

assessment and monitoring of potentially

dangerous head impacts.

RIDDELL. Expanding the playing field.



For the past 50 years, you've known Riddell as America's leading supplier of protective equipment for team-sport athletes. Riddell has been in your locker rooms, on your sidelines and deeply involved in the sports we all love. Over time, we've expanded our team-support product lines to service our customers' evolving needs both on the field of play and along the sidelines.

Our commitment to the Sideline Response System™ (SRS™)¹ is a natural extension of our intimate involvement with team sports and our core competence in player protection. Developed collaboratively with the leaders in the field of Mild Traumatic Brain Injuries (MTBI) detection, SRS is an interconnected matrix of advanced technologies that together define the next generation in head-injury protection, assessment and monitoring.

Concussions and other MTBI's are sometimes called "invisible injuries," because symptoms may not appear for 24 hours (or later) after a head injury. Motor skills may not be immediately impaired, nor may the athlete be aware of the injury, making detection and evaluation extremely difficult for sideline personnel.

The Sideline Response System offers the most complete method for monitoring head impacts and the detection of head injuries ever developed. It improves the efficiency and effectiveness of all sideline staff.

¹ SRS™ is protected by U.S. Patent No. 6,826,509 and other patents pending.



1 > Head Impact Telemetry™ or (HIT™)¹

Active Monitoring measures and records all significant head impacts and alerts staff to potentially harmful head impacts, called Suspect Impact Profiles (SIP's).

2 > Team Administrator Data Service™ (TAD™)

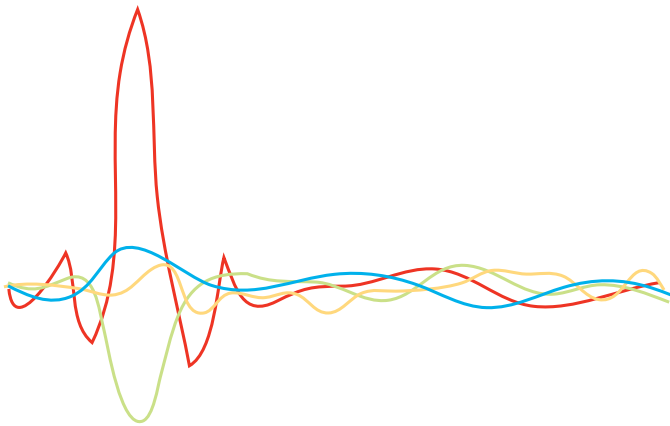
Active Info Center - The Team Administrator Data Service is an Internet-enabled, data management and analysis service that permits all registered users to have instant access to roster information, schedules, and head impact data and analysis.

¹HIT™ is protected by U.S. Patent No. 6,826,509 and other patents pending.

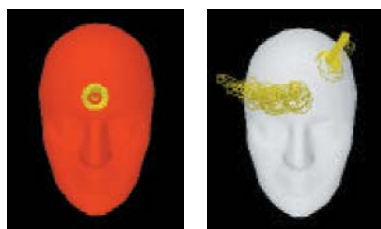
Two technologies form the foundation of the

SIDELINE RESPONSE SYSTEM™

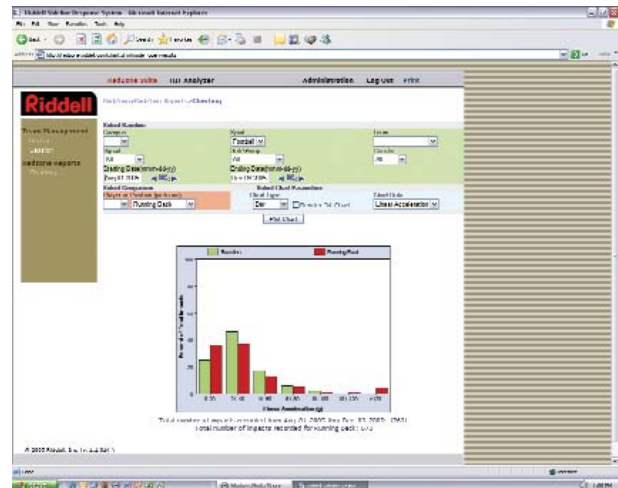
- 1 > Head Impact Telemetry™ (HIT™) System
- 2 > Team Administrator Data Service™ (TAD™)



The **HIT™ SYSTEM** monitors and records every significant incidence of head impact sustained during a football game or practice. The system measures the location, magnitude, duration and direction of head acceleration. When it detects a Suspect Impact Profile™ (SIP™) for a particular player, an alarm pager alerts the medical or training staff.



TEAM ADMINISTRATOR DATA SERVICE™ (TAD™) is a proprietary Internet hosted data service available to Sideline Response System users that allows team management information to be easily entered and maintained by the institution and by the players themselves. Once entered, those data are available to all authorized users for team and injury management needs. All of the SRS devices can be synchronized with the central database so the most up-to-date information is available and can be shared by all of the coaching and training staff.



REDZONE REPORTS - CHARTING

TAD provides a powerful head impact analytical tool called RedZone Charting Software™. This Internet-based tool allows the team medical staff to query all of the recorded impact data contained in the database to: view individual, squad or team impact histories; and compare individual, position or squad impact histories to the aggregated history across any date range. RedZone Charting Software™ has an intuitive, user-friendly interface that can be accessed from any computer with Internet connection.

The two technologies combine to form the powerful head impact monitoring and analysis system from Riddell – The **SIDELINE RESPONSE SYSTEM™**.

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Catalog of Key Components:

SIDELINE RESPONSE SYSTEM™



MX ENCODER™ The MX Encoder is a specialized helmet pad, containing the impact sensors, a processor and transmitter, which transforms any Riddell helmet into a player head impact monitor.

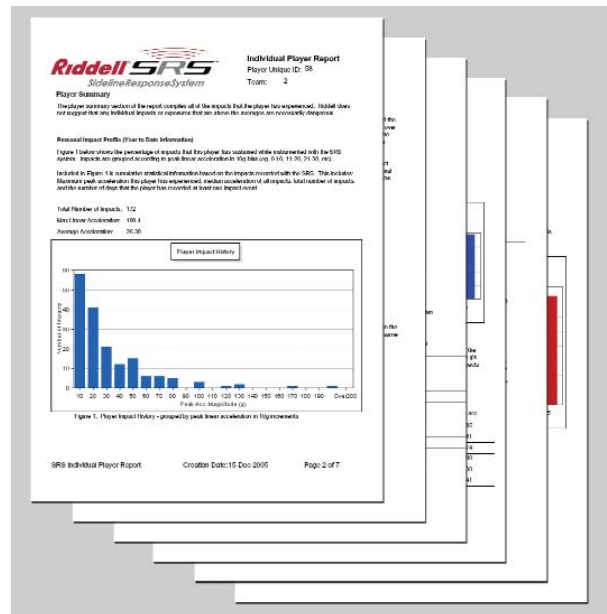


ALERT PAGER Whenever an impact is detected that exceeds the pre-selected threshold (programmable for unique, individual alert thresholds), the Alert Pager informs the wearer of the player number, nature of the warning and the time of the occurrence.



SIDELINE CONSOLE Built to withstand the rigors of travel, the Sideline Console comes with its essential elements – a Controller and Data Collector, HIT™ Telemetry Transceiver and Impact Processor, antenna stand and all the necessary cabling - already connected.

TEAM ADMINISTRATOR DATA SERVICE™ The Team Administrator Data Service (TAD™) is an Internet-enabled, data service that stores and analyzes team and player data. TAD helps to coordinate the efforts of the entire athletic department by managing and sharing schedules, rosters and equipment records for all of the squads, and provides analytical tools to closely examine the recorded head impacts. TAD permits coaches and trainers to keep abreast of up-to-minute changes in a player's status, as well as providing a host of tools for team and session management.



SRS INDIVIDUAL PLAYER REPORT

REDZONE SOFTWARE™ RedZone Software has a powerful suite of software tools, *RedZone Reports*, that issue sophisticated, customized analyses of head impacts for the entire team, squad, or individual player. The charting and reporting features are available to any authorized user, with Internet access to the TAD.



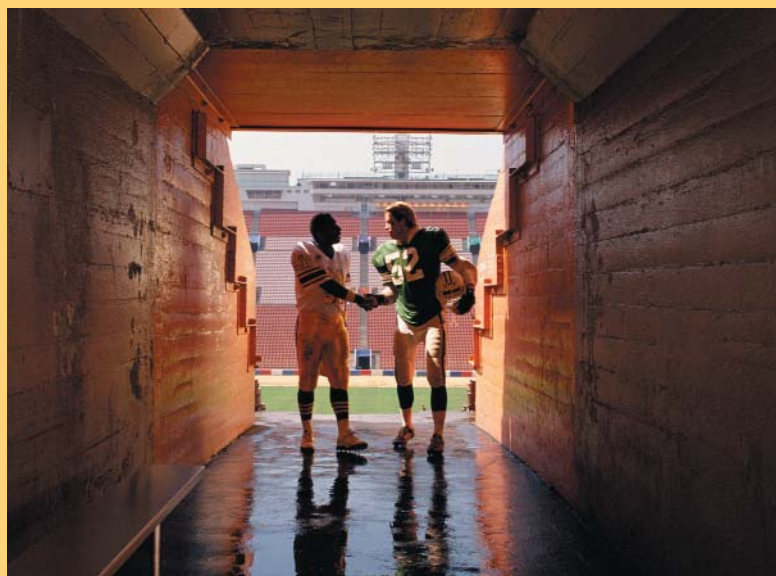
For decades, America's teams have suited up with Riddell®. We've stood with you on soggy sidelines, taken the hard hits, sweated on steamy practice fields and cheered at every game.

WE'RE ON YOUR TEAM. Your success is your own; your vulnerabilities, we share.

We care about the game. We know it's more than X's and O's. We see the effort, the long hours, the devotion and the commitment to excellence among players, coaches and staff.

We're serious about player protection. The Sideline Response System™ (SRS™) provides a unique, powerful collection of tools that assists the medical and training staff monitoring head impacts that may lead to a potentially debilitating injury that is still not fully understood.

The groundbreaking technology of the SRS doesn't replace the skills and judgment of sideline professionals; it sharpens and amplifies them. The SRS will make any football program more efficient, better informed and better equipped to manage the complex duties of athlete injury prevention, detection and care.



At Riddell, we're redefining protection.

ARE YOU READY TO PLAY?

Riddell[®]

EXPANDING THE PLAYING FIELD