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**RESEARCH SHOWS RIDDELL REVOLUTION FOOTBALL HELMET PROVIDES
BETTER PROTECTION AGAINST CONCUSSIONS**

DALLAS (January 9, 2006) – Today at the American Football Coaches Association national convention, football helmet manufacturer Riddell announced the findings of a recent three-year study of more than 2,000 high school football players by the University of Pittsburgh Medical Center (UPMC) that shows that the Revolution football helmet provides significantly better protection against concussions.

The study, which will be published in February's edition of *Neurosurgery*, found that athletes who wore the Riddell Revolution helmet were 31 percent less likely to suffer a concussion compared to athletes who wore traditional football helmets. The authors of the study estimate that the Revolution's patented technology could translate to 18,000 to 46,000 fewer concussions among the 1.5 million high school players who participate in football each season. While these results are very encouraging, Riddell stresses that no helmet will prevent all concussions.

“The study compared the concussion and recovery rates for high school players wearing Riddell Revolution helmets versus helmets of traditional design,” said Thad Ide, Riddell’s vice president of research and development, who joined other researchers in co-authoring the paper with Drs. Michael Collins and Mark Lovell of the University of Pittsburgh Medical Center Sports Medicine Concussion Program. “The Revolution helmet is a great first step in reducing the risk of concussion to the athlete, but we can’t stress enough the importance of proper management when concussions do occur.”

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The Riddell Revolution was the first football helmet designed with the intent of reducing the risk of concussion. The Revolution design features patented technology that was based on extensive research funded by NFL Charities. Researchers found that most of the concussion-causing impacts were to the side of the head, face or jaw of the struck player in incidents that were re-created in the laboratory after video analysis.

The unique design of the Revolution helmet is based on a Tru-Curve shell shape, which was computer-designed around the head's center of gravity. It features increased side and facial protection to lessen the impact in these areas.

“The reinvention of the conventional helmet began with a focus on the head's center of gravity and increasing protection where it was needed most,” added Ide. “At the heart of the Revolution is its Tru-Curve shell shape -- it enabled us to improve protection, comfort, fit and vision – all great benefits for the athlete.”

When the Riddell Revolution was introduced in 2002 it was the first major innovation in football helmets in 25 years – since that time more than 300,000 youth, high school and pro players have made the switch from traditional helmets to the Revolution.

“The presence of an anticipated protective advantage compelled us to recommend the helmet to our players when it was originally introduced,” said Tim Bream, head certified athletic trainer for the Chicago Bears. “This new data helps our players make an informed choice when deciding which helmet is best for them.”

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“As a mother and wife of an ex-NFL player I have a unique perspective,” said Jennifer Montana, wife of Pro Football Hall of Famer, Joe Montana. “Our kids’ protection is paramount, so when I heard about the protective benefits of the Revolution, I wanted my kids, and the other players from their football league, to have the best protection available. In my eyes, this new research confirms that the Revolution is the best football helmet for my kids.”

For more than 75 years, Riddell has continued to be the leader in innovation for the protective equipment industry.

“True to our roots, Riddell has always made protective equipment innovation a priority,” said Bill Sherman, president and CEO of Riddell, Inc. “We’re excited that the UPMC results validate the Revolution, but we don’t plan to rest on our laurels.”

For more information about the Riddell Revolution family of products, ask your football coach or athletic director, or log on to www.riddell.com.

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