



Contact:

Joel Curran, MS&LGroup
312-861-5201
joel.curran@mslworldwide.com

**RIDDELL WINS HELMET PATENT INFRINGEMENT SUIT AGAINST SCHUTT
Ruling Finds Schutt Infringed Riddell's Concussion Reduction Technology Patents**

(CHICAGO, August 10, 2010) – A federal court jury in Madison, Wis., has found that Schutt Sports Inc.'s DNA and ION football helmets infringed the concussion reduction technology features of the Riddell Revolution family of football helmets. The jury awarded Riddell just under \$30 million in damages for Schutt's infringing activities.

Riddell, the leading manufacturer of football helmets and a division of Easton-Bell Sports, had filed the original three-count federal court complaint in December 2008. Riddell had contended that Schutt, the company's chief competitor, had illegally infringed upon Riddell's patented concussion reduction technologies for football helmets and faceguards. The Riddell patents protect key technological features of helmets and faceguards that offer wearers greater injury protection, performance and personal comfort. The suit had alleged that despite Riddell's patent protection, Schutt had unlawfully misappropriated Riddell's head protection technology without permission.

"Riddell is the industry leader in football helmet safety and we have invested millions of dollars in technology and helmet design innovation to ensure we are providing the very best head protection available," said Dan Arment, president of Riddell. "We are pleased and gratified that the jury recognized that the concussion reduction technology of our helmet inventions as embodied in the Revolution family of helmets was wrongfully infringed by Schutt. We will continue to vigorously and thoroughly defend any patent infringements against our helmet and protective equipment designs and technologies."

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ABOUT RIDDELL

Founded in 1929, Riddell is a premier designer and developer of protective sports equipment and a recognized leader in helmet technology and innovation. One of Easton-Bell Sports, Inc.'s most well-known brands and the Official Helmet of the NFL®, Riddell is the leading manufacturer of football helmets, shoulder pads and reconditioning services (cleaning, repairing, repainting and recertifying existing equipment).

ABOUT EASTON-BELL SPORTS, INC.

Easton-Bell Sports, Inc. is a leading designer, developer and marketer of branded sports equipment, protective products and related accessories. The company markets and licenses products under such well-known brands as Easton, Bell, Giro, Riddell, and Blackburn. Easton-Bell Sports' products incorporate leading technology and designs and are used by professional athletes and enthusiasts alike. Headquartered in Van Nuys, Calif., the company has 30 facilities worldwide.