



FOR IMMEDIATE RELEASE

## **RIDDELL PROVIDES PROTECTION FOR ANNUAL ARMY-NAVY GAME; OUTFITS BLACK KNIGHTS WITH FIRST-EVER CAMOUFLAGE FOOTBALL HELMETS**

*Riddell uses actual military print in industry leading concussion-reducing helmets*

**CHICAGO (December 6, 2008)** – Riddell, the technology leader in head protection and the leading helmet provider in NCAA Division I College Football, will outfit both teams participating in the 109th Army-Navy game on Saturday, Dec. 6, with the latest in helmet technology, including the first-ever camouflage football helmet.

The Midshipmen and Black Knights will wear Riddell helmets, including the new Revolution Speed helmet, Riddell's latest breakthrough innovation, while Army alone will don a customized digital print camouflage football helmet. The helmet, which features a proprietary camouflage printing technique, was designed in conjunction with the West Point United States Military Academy.

Shown to reduce the incidence of concussion by nearly one-third, the Riddell Revolution family of helmets features Revolution Concussion Reduction Technology, which uses three principal design elements – an offset shell, mandible extensions and energy managing Z-Pads – to provide superior protection for players on the field. Additionally, the Revolution IQ and Revolution Speed helmets utilize Riddell's proprietary push-button Quick Release™ Face Mask Attachment System to cut cage removal time by 50 percent – a feature that certified athletic trainers are demanding.

“To be part of a rivalry that dates back to 1890 is really a special opportunity, and we're proud to honor this longstanding American tradition with a truly unique helmet,” said Dan Arment, president of Riddell.

Camouflage helmets worn by Army players will be part of a live auction during the game at [www.goarmysports.com](http://www.goarmysports.com). All proceeds will benefit Army's athletic department.

With a win against the 3-7 Black Knights, Navy can extend its all-time series lead to 53-49-7 while also guaranteeing its sixth straight Commander in Chief Trophy – awarded to the service institution with the most head-to-head wins among Army, Navy and Air Force. An Army upset would ensure a three-way tie and a shared Commander in Chief Trophy.

**To receive more information or schedule an interview with a Riddell representative, contact Matt Kovacs at Formula at (310) 578-7050 or via e-mail at [kovacs@formulapr.com](mailto:kovacs@formulapr.com).**

**About Riddell**

Riddell designs, markets and reconditions helmets, uniforms and protective equipment used in football and other team sports. Riddell was founded in Chicago in 1929 as a performance footwear company. Riddell has been the official helmet of the National Football League for 19 years and is the market leader in the institutional football category. Riddell's sales team services schools with "best in class" equipment and reconditioning services.

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