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RIDDELL HELMETS DOMINATE BCS NATIONAL CHAMPIONSHIP

Players benefit from Riddell's breakthrough technologies

CHICAGO, Ill. (January 7, 2008) – Riddell, the leading helmet provider in NCAA Division I College Football, will outfit 97% of players participating in the 2009 FedEx BCS National Championship between Florida and Oklahoma on Thursday, Jan. 8th in Miami, FL.

Over 120 players from both teams – including the 2007 and 2008 Heisman Trophy[®] winners – will reduce their risk of concussion by wearing Riddell Revolution helmets. Riddell's **Revolution Concussion Reduction Technology** has been shown in peer reviewed, published research to reduce the risk of concussion to the athlete by nearly a third. Also well represented on both squads is Riddell's latest helmet breakthrough – the all-new Riddell Revolution Speed – an unsurpassed combination of protection, comfort and style that is taking the football world by storm.

"We try to provide our players with the best protection based on research," said University of Florida Head Football Equipment Manager, Jason Baisden. "The Revolution helmets, with their Concussion Reduction Technology, have provided our team with just that.

"Not only do Revolution helmets have science to support their technologies, they have a cool new look with the Revo Speed. Players are getting the best of both worlds."

More than three dozen Oklahoma players will don Riddell helmets equipped with Riddell's groundbreaking Head Impact Telemetry System (HITS[™]). On-board electronics built into HITS-equipped Riddell helmets record head impacts and provide valuable information to team medical staff and researchers.

"Both Florida and Oklahoma are committed to Riddell's industry leading helmet technologies. Protection, as much as a national championship, is clearly a priority for both programs," said Dan Arment, president of Riddell.

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.

About Riddell

Riddell designs, markets and reconditions helmets, uniforms and protective equipment used in football and other team sports. Riddell was founded in Chicago, Illinois 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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