



FOR IMMEDIATE RELEASE

**RIDDELL'S LATEST INNOVATION IN PROTECTION –  
THE RIDDELL REVOLUTION SPEED HELMET – GAINS  
MOMENTUM AT TOP DIVISION I FOOTBALL  
PROGRAMS**

*No. 4 Florida, No. 5 Texas, No. 6 Oklahoma, No. 7 USC Lead Host of Top-25 Teams  
Donning Latest Concussion-Reducing Technology from Riddell*

**CHICAGO, Ill. (November 5, 2008)** – According to Riddell – a leading helmet provider in NCAA Division I College Football – nine of the Associated Press' Top 25 ranked teams currently have players wearing Riddell's latest innovation in concussion-reducing technology – the Revolution Speed Helmet.

Four of the Top 10 teams in the country, including No. 4 Florida, No. 5 Texas, No. 6 Oklahoma and No. 7 USC, are currently sporting Riddell Revolution Speed helmets. The Longhorns boast more players wearing the Riddell Revolution Speed than any other Division-I college football team.

Other Top 25 teams currently wearing the Revolution Speed include the No. 12 Ohio State Buckeyes, No. 14 Georgia Bulldogs, No. 23 Maryland Terrapins, No. 24 Florida State Seminoles and No. 25 Pittsburgh Panthers.

"To say the technology in the Revolution Speed Helmet is creating a buzz in the football world is an understatement," said Dan Arment, president of Riddell. "From offering the very latest in protective technology combined with comfort and style, this helmet is truly the pinnacle of protective wear."

Shown to reduce incidence of concussion by nearly a third, the helmet's Revolution Concussion Reduction Technology uses three principal design elements – an offset shell, mandible extensions and energy managing S-Pads – to provide superior protection for players on the field. Additionally, the Revolution Speed utilizes 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 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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