



Riddell InSite Impact Response System

New Head Impact Monitoring Unit Brings High-Tech Concussion Awareness to the Sidelines

The next generation of football is emerging. One where the increasing speed and size of today's players demands equally advanced protective technologies to keep pace. At Riddell, the constant pursuit of smarter football solutions through research and development drives the innovations that meet these demands. Its new head impact monitoring unit, the InSite Impact Response System, is the latest example of Riddell delivering advanced protective technology to all levels of the game.

The Riddell InSite Impact Response System is a new integrated monitoring and alerting tool designed specifically for the proactive protection of football players. Riddell developed InSite based on its Head Impact Telemetry System (HITS) and Sideline Response System (SRS), a technology that has analyzed nearly 1.8+ million impacts since 2003.

The Riddell InSite Impact Response System is a new helmet-based impact monitoring technology designed to alert when significant single and multiple impacts are sustained during a football game or practice. Coaches and sideline staff will now have Riddell InSite's unique vantage point inside the helmet at the time of contact to enable improved identification and management of concussion.



WHAT IT IS:

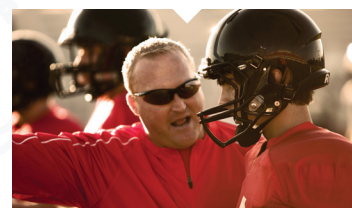
Riddell InSite is comprised of three easy-to-operate parts, designed to accommodate individual, partial or full teams up to 150 players:

- + **PLAYER UNIT** – state-of-the-art sensing technology featuring a five-point sensor pad in the liner of the helmet that measures impact severity, emitting an alert to sideline staff when an impact or sequence of impacts exceeds a research based head impact threshold.
- + **ALERT MONITOR** – handheld device that receives alerts from the player unit, signaling to sideline staff with a blinking light, vibration and/or audio signal that a head impact(s) have occurred that exceed impact thresholds.
- + **PLAYER MANAGEMENT SOFTWARE (FOR PC AND MAC)** – software suite that sideline staff uses to assign equipment to players and to download historical instances of over exposure. It also transfers and archives alert information on a computer and can be used to setup and maintain equipment assignments for one or more teams.

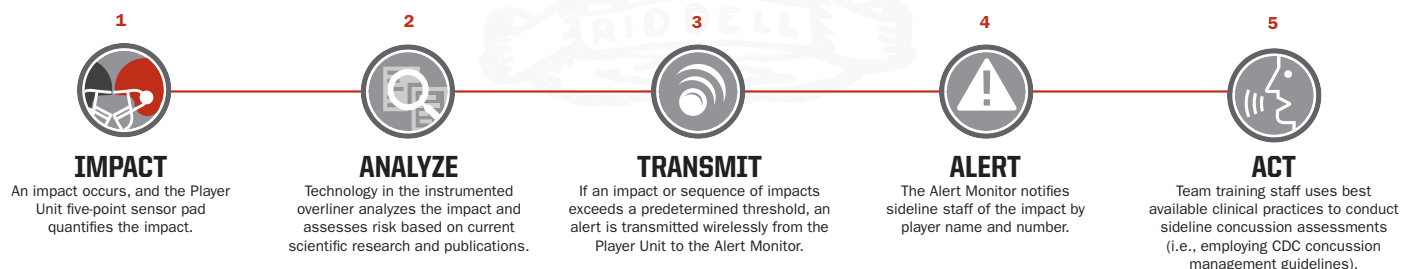


WHAT AN INSITE MEASURES AT IMPACT:

InSite measures HITsp, an advanced head impact exposure metric encompassing effects of linear and rotational acceleration, duration and location into a single measure of head impact severity. This composite measurement is more sensitive to diagnosed concussions than any other impact severity metric currently available.



HOW IT WORKS:





HOW IT ANALYZES:

InSite alerts are based upon three threshold factors:

- + Player position
- + Player skill such as youth, high school or college
- + Single impact, which includes the top 1 percent of impacts
- + Multiple impacts, which include sequences of impacts (i.e., top 5 percent) captured during a rolling seven-day period



EST. 1929

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 BRG Sports most well known brands, Riddell is the leading manufacturer of football helmets, shoulder pads and reconditioning services (cleaning, repairing, repainting and recertifying existing equipment).

CONTACT

To learn more about the Riddell family of products or make a purchase, please call 800.275.5338 or visit www.Riddell.com. Members of the media can contact Erin Griffin at 224.585.5231 or eegriffin@riddellsports.com.