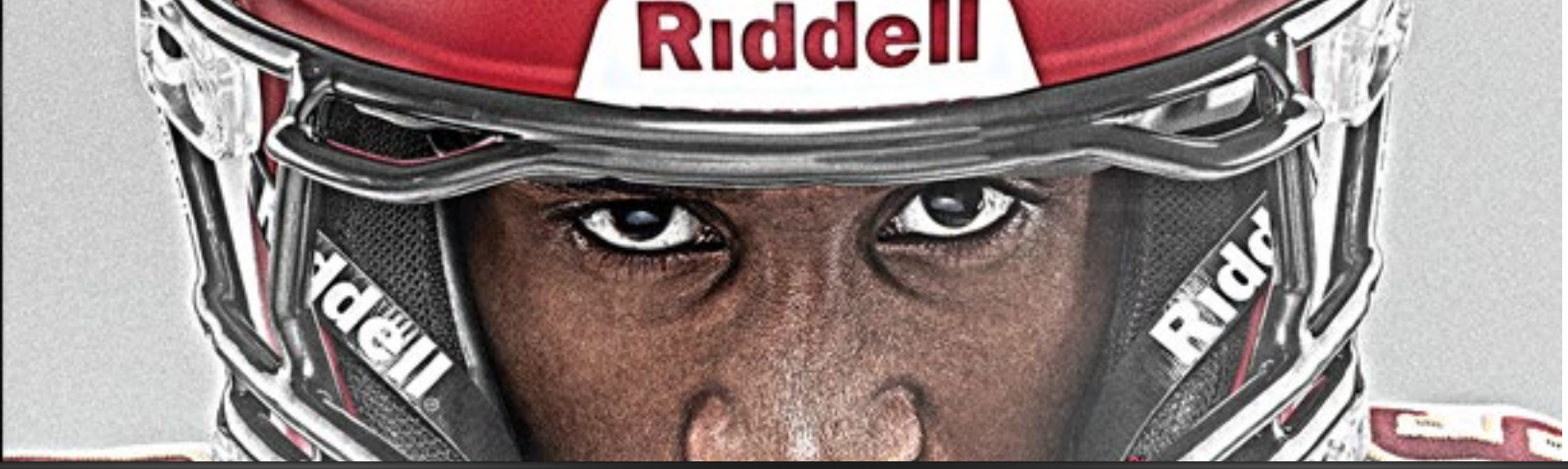


Riddell®

OVERVIEW

Riddell (pronounced rih-DELL) is a premier designer and developer of protective sports equipment. Part of the Easton-Bell Sports family, Riddell is the Official Helmet of the National Football League (NFL®) and the recognized leader in helmet technology and innovation for professional and amateur athletes.

Synonymous with the game, Riddell has a deep football heritage. When John Tate Riddell founded the company in 1929, his mission was simple—make sports equipment safer, better and easier to use. Riddell first revolutionized the protective sports equipment landscape by introducing the removable cleats. In 1939, Riddell invented the plastic web-suspension helmet, which protected millions of soldiers in World War II and then became America's most popular football helmet.

Product innovation is still at the heart of everything Riddell does. Today, engineers and designers work together to create equipment that rivals Riddell's legendary history. From embedded impact sensors in helmets that monitor and record head impacts during on-field play to shoulder pads that give responders easy access to players in emergencies, Riddell continues to break new ground in sports equipment by combining visionary ideas with advanced materials and technology.

RIDDELL INNOVATION

1922 | The first removable football cleats

1957 | The first tubular bar facemask

1993 | VSR-4 Helmet
This helmet features the first air-fitted liner system.

2003 | Sideline Response System (SRS)
The first helmet system to monitor and report impacts.

2011 | Riddell 360 Helmet
The first helmet designed to use a new and unique face mask attachment system with strategically placed hinge clips.

1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 | 2020

1939 | The first plastic football helmet shell – its internal suspension system is later adopted by U.S. Army General Patton and the M1 helmet was worn by the U.S. military in WWII

1973 | PAC-3 Helmet
The first football helmet to meet new industry performance standards.

2002 | Revolution Helmet
The first helmet designed with the intent to reduce the risk of concussion, the Revolution helmet incorporates side shell extensions, side liner extensions and an increased distance from the inside of the shell to the head.

2011 | RipKord Shoulder Pads
Shoulder pad that provides faster, easier access to athletes' chest and airway in emergencies.

LEADERSHIP IN HEAD PROTECTION

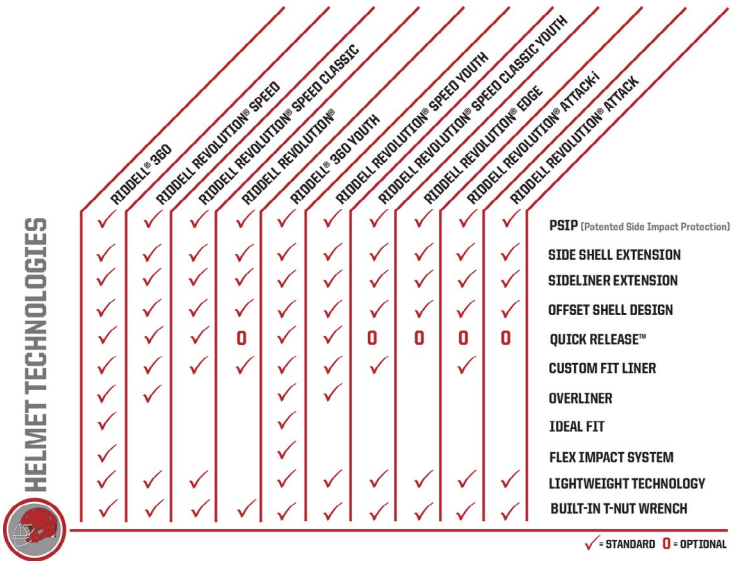
At Riddell, our business is to protect athletes at all levels, and we are committed to designing and manufacturing the most protective helmets for all football players based on the most credible scientific research available. All of the company's products meet and exceed industry-safety standards. In 2012, two Riddell helmets received the highest possible, 5-STAR ranking in the Virginia Tech Helmet Ratings™. The Riddell Revolution Speed, the only 5-STAR rated helmet in the 2011 study, was joined by the Riddell 360.

In addition to product design, player education plays a critical role in safety. In partnership with USA Football, Riddell developed educational hangtags—an industry first—that list the signs and symptoms of concussions as well as Centers for Disease Control and Prevention (CDC) concussion-response guidelines. Riddell also partners with players and coaches to ensure proper helmet fit and tackling techniques.

Riddell works with a number of organizations dedicated to the advancement of protecting athletes including USA Football, American Youth Football (AYF), Glazier Clinics, National Interscholastic Athletic Administrators Association (NIAAA), and National Athletic Trainers' Association (NATA).

RIDDELL HELMET TECHNOLOGIES

Riddell equipment is seen on football fields from coast-to-coast, protecting every level of player—from youth athletes to NFL professionals. Riddell's carefully researched, designed and engineered protective technologies are featured in all Riddell helmet models. These technologies include increased shell off-sets, extended mandible protection, energy-managing interior liners and our patented side impact protection. These technologies have a documented performance history that serves as a foundation from which Riddell draws inspiration to lead, innovate and provide state-of-the-art head protection to athletes at all levels of play.



RIDDELL 360 HELMET

Built for protection, performance and comfort, the Riddell 360 helmet combines an aggressive design with protective technologies new to the football field. The helmet is the first to use a new and unique facemask attachment that disperses the energy of frontal impacts. In designing the breakthrough helmet, engineers studied more than 1.4 million test impacts collected through Riddell's Head Impact Telemetry System (HITS) technology.

RIDDELL IQ

Riddell IQ is a new smart helmet technology platform that encompasses the Riddell Sideline Response System (SRS) and Riddell InSite. A highly sophisticated, data-intensive system, Riddell SRS provides researchers, athletic staff and players with a wide range of valuable information on the number and severity of head impacts a player receives during games and practices. Employed since 2003 by several well-respected research institutions, Riddell SRS has captured over 2 million impacts from youth to elite football competition, and its data has led to impactful changes to rules, how the game is played and coached, and has informed new helmet designs.

RIDDELL INSITE IMPACT RESPONSE SYSTEM

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.

RIPKORD SHOULDER PAD REMOVAL SYSTEM

With the RipKord Removal System's breakaway design, athletic trainers and medical professionals can treat suspected injuries during a critical window of time. To gain immediate access to a player's chest and airways, responders simply pull a cord to release the shoulder pad components without lifting the athlete from the ground.

RECONDITIONING AND RECERTIFICATION SERVICES

Proper helmet maintenance advances player protection and prolongs the life of the equipment. Among other services, Riddell reconditions the most athletic equipment worldwide. During the reconditioning process, equipment is cleaned, sanitized, buffed, sanded, painted and parts replaced and attached, as well as inspected for cracks and defects, and recertified to the National Operating Committee on Standards for Athletic Equipment (NOCSAE) standard.