



RIDDELL ANNOUNCES 2009 PARTNERSHIP WITH AMERICAN YOUTH FOOTBALL

Riddell to be Official Hardgoods Supplier for AYF

CHICAGO (March 16, 2009) – Riddell, the official helmet of the National Football League®, announces that it has signed on as the Official Hardgoods Supplier of American Youth Football (AYF), the largest youth football organization in the U.S. Under the agreement, Riddell helmets and shoulder pads will be available to some 500,000 youth members of the organization.

Riddell is revered throughout the NFL and NCAA for its industry-leading protective wear. The technology built into helmets such as the Revolution Speed, for instance – worn by many NFL and college football players – is shown to reduce the incidence of concussion by nearly a third.

“Riddell is pleased to be a part of the American Youth Football organization,” said Dan Arment, president of Riddell. “We recognize the importance of protection for players of all ages and we embrace AYF’s belief in creating an atmosphere where all kids deserve equal opportunities, special attention and respect.”

Riddell will be offering its protective technologies in the form of helmets and shoulder pads, in addition to comprehensive tutorials and educational information aimed at players, parents, coaches and administrators alike.

“AYF is excited to have football’s most respected protective equipment company on board,” said Jessica Abramovich, Executive Director of American Youth Football. “Our players will benefit from this partnership, as it fulfills our continued mission to provide them with the highest level of protection.”

To receive more information or schedule an interview with a Riddell representative, contact Allison Chonko at Riddell at (773) 794-1994 or via e-mail at achonko@riddellsports.com.

About American Youth Football

American Youth Football, Inc. (AYF) is a 501(c)(3) non-profit corporation, and National Youth Partner of the National Football League. AYF provides support services, scholarships, grants, “Giving Back” programs and tournaments to over 500,000 youth members. Representing participants in over 2000 cities, AYF is the only youth football program with members in all 50 states and several countries worldwide. AYF is committed to *Giving Back* and since its inception in 1996, has successfully donated over \$14 million dollars in grants and athletic product to communities that support youth football. AYF offers all-inclusive football and cheer divisions enabling every child a place and an opportunity to play. Visit www.americanyouthfootball.com for more information.

About Riddell

The name Riddell is synonymous with football protection. Riddell football helmets and shoulder pads are the equipment that players at the highest levels demand by name. The Riddell Revolution® helmet is the standard against which all football helmets are measured – shown in published research to reduce the risk of concussion by 31% versus traditional helmets*. The Revolution Speed football helmet – Riddell’s latest breakthrough innovation -- is a combination of protection, comfort, and style that is taking the football world by storm. Riddell’s proud history has been built on their passionate quest for the next improvement in athlete protection and their drive to advance the state-of-the-art in athletic equipment. Visit www.riddell.com for more information.

* *Neurosurgery, February 2006, Vol. 58, No.2*