



Dear Hockey Parents, Coaches, Trainers, Players and Fans:

At Bauer Hockey, we are deeply committed to player protection and to increasing the overall performance of the hockey player. We welcome any and all research that has the potential to enhance the performance and protection our equipment provides.

As you may know, Virginia Tech University recently unveiled its STAR Rating System for hockey helmets. We welcome Virginia Tech into hockey helmet research and appreciate its attempts to address the evolving topic of helmet protection and head injuries, especially the extremely complex issue of concussions.

Every Bauer Hockey helmet in the marketplace is the result of many years of extensive scientific research and we stand behind all of our helmets. We invest more than \$20 million a year in Research and Development, and our group of nearly 100 engineers, designers and developers works closely with some of the world's leading medical experts, universities and researchers to ensure our products provide the best possible protection.

There may be some aspects of the Virginia Tech research that could positively influence future product development. However, it is important not to dismiss the results of decades of significant scientific research conducted by other academic institutions, Bauer Hockey, other manufacturers and members of the medical community. We caution the hockey community against simply accepting Virginia Tech's statement that hockey helmets are not safe and its conclusion that players should expect to sustain a certain number of concussions per season, depending upon the type of helmet that they wear.

Like other manufacturers, we have conducted leading-edge research regarding head protection, including our recent participation in the largest youth hockey concussion study ever conducted. This study was done not to rate helmets or to promote one particular brand of helmet, but to learn about the injury and how players actually experience forces during games and practices to better inform our product development processes.

In addition to working with leading researchers and medical experts we conduct exhaustive testing on every helmet we develop. For example, during the development of the RE-AKT 100, every size helmet received more than 1,500 impacts using two distinct protocols to fully validate the product. By comparison, Virginia Tech conducted a total of 48 impacts on only one size

helmet to determine the STAR rating. Experts agree that testing protocols necessarily differ depending on the size of the helmet and that it can be misleading to extrapolate the results derived from testing one size helmet across all sizes. The Virginia Tech study tested only adult size helmets but excluded youth helmets, and does not explain this significant omission.

Again, we applaud Virginia Tech and anyone else who attempts to advance protection from head injuries. We take great pride in the fact that we have focused our product development on in-depth scientific research and we are confident in that research and our products. We will continue our efforts to improve our products each and every day, just as we have done for decades. Like we do with any research on this all-important topic, we will closely examine the data and incorporate any information that may help us enhance protection for hockey players of all ages.

Thank you for your continued support and trust in Bauer Hockey.

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