



Montreal, Quebec – March 30th, 2015

Statement on the Virginia Tech STAR Helmet Rating System

At Reebok-CCM Hockey, we are fully committed to player safety and invest in research & development to bring innovative technology to the market. In 2011, we entered into an exclusive multi-year partnership with the Neurotrauma Impact Science Laboratory at the University of Ottawa, one of the world's leading head trauma research facilities, to develop and test our helmets before they are put on the market.

The results of the Virginia Tech STAR Rating System do not align with the findings of the University of Ottawa's peer-reviewed and published test protocol on our helmets. While we welcome any research to help improve the safety of players, we are currently seeking full understanding of the Virginia Tech model. We will need to analyze this protocol in order to understand how it compares with existing standards in the industry.

We stand behind our products based on research and knowledge provided by the University of Ottawa. For a scientific point of view on the Virginia Tech STAR Rating System, we invite you to discuss with Dr. Blaine Hoshizaki, PH.D, Neurotrauma Impact Science Laboratory Director at the University of Ottawa.

Thank you for your interest in our company and products.

Reebok-CCM Hockey