



About Hothead Sports

Hothead Sports, a division of Hothead Technologies™, Inc., is an Atlanta-based company founded in 2006 offering a patented and proprietary monitoring solution termed the Heat Observation Technology (H.O.T.) system. Using this early-detection technology, coaches and athletic trainers are able to prevent heat-related illness by monitoring every player's temperature from the sidelines.

Defeat the Heat: The Story of Hothead Sports

On the afternoon of August 1, 2007, Jay Buckalew and his business partners, Rick Lane, Keith Sutton and Rodney Brown, sat at a booth inside a local Chick-Fil-A restaurant. But none of them ordered food. Instead they couldn't take their eyes off a helmet sitting in the back of Buckalew's pick-up truck parked outside. Inside the helmet was the first prototype of a revolutionary heat-monitoring device. A device that the Hothead team hoped would improve the safety of sports and save the lives of countless athletes.

This was the moment of truth.

From 150 feet away, a distance unheard of in temperature monitoring, the technology began sending data to a laptop computer on the table in front of them. Within a matter of seconds, the temperature on the screen rose from 85 degrees to 90 degrees to 94 degrees before coming to a standstill at 98 degrees. The team traded high fives and smiles. Their hard work had transformed a dream into a tangible, working product. Then they each ordered a number one with waffle fries.

The Vision

The dream actually started on a rooftop in 2004. Buckalew shook his head in disbelief as sweat dripped from his hard hat. As an 18-year veteran of the telecommunications industry, he had worked on his fair share of hot rooftops, but none compared to the sweltering heat he experienced while working as the Lead Technical Engineer on a wireless project in Puerto Rico. "I could be on the verge of a heat stroke right now and not even know it," he said to himself.

Lucky for him, that moment led to a different stroke – a stroke of genius.

A year later, Buckalew read that a Minnesota Vikings football player died from heat exhaustion and he remembered that day he was standing on the rooftop. “There has to be a way to monitor internal temperature to prevent these tragedies,” he thought. His mind had been conditioned to engineer solutions to problems and this situation was no different.

He threw several ideas around in his head before he got it. “I bet we could design a chip to insert in football helmets to monitor temperature and let others know if a player is about to overheat,” he said to himself.

Temperature Rising

The more Buckalew investigated, the more he realized the severity of the issue he faced. According to the National Center for Catastrophic Sport Injury Research, there were 117 heatstroke fatalities in football since 1955 in the United States. In fact, there were 5 deaths in 2006 alone. Their body temperatures rose so high and so fast that their bodies couldn’t keep up and regulate their core temperatures, and the boys died.

As Buckalew looked at the numbers, he felt a huge sense of urgency; he needed to act as fast as possible. But first he needed to find out if the idea was even feasible. He began looking for a partner to develop this technology and, based on recommendations from colleagues and industry insiders, sat down with representatives from Identec Solutions, an Austrian-based technology company specializing in long range Radio Frequency Identification (RFID).

During their first meeting, company representatives were hesitant. Buckalew explained that they’d need to shrink the tracking device to .5 ounces and monitor it with a small Personal Digital Assistant (PDA). At the time, Identec’s tracking device was about the size of a shoe box and was monitored by a huge computer. They weren’t sure it was possible. The company had used their RFID technology for an array of things, such as mobile asset management and monitoring the automobile assembly line process, but had never thought to include a temperature monitor and make the device small enough to track an individual.

After months of testing, Identec engineers confirmed what Buckalew’s gut had been telling him since that day in Puerto Rico. This vision could in fact become a reality. Identec quickly signed on to become a leading developmental partner and the technology’s first major investor.

The Game Plan

Sometimes more than faith grows from a Sunday morning church service. Buckalew felt horrible for brainstorming about his plans during the pastor’s sermon, but he had just returned from meetings with Identec and he was on a roll. The front of that Sunday’s church bulletin was covered in math equations. He figured out how the technology would penetrate cell phone signals within the stadium and the radio frequencies in which they’d operate. On the back he outlined a basic business model and finally gave this budding company a name: Hothead Sports.

The most crucial component of Buckalew’s game plan, however, couldn’t have been mapped out on a sheet of paper. The Hothead Sports team came together like pieces to a puzzle.

Buckalew met Keith Sutton through a mutual friend. Sutton had a background in marketing, branding and e-business through his work in the advertising and telecommunications industries. Sutton immediately captured Buckalew's vision and committed to building a powerful brand. Sutton then introduced Buckalew to Rodney Brown, a childhood friend who played high school football with him in the intense heat of their South Georgia hometown. Brown had 20 years of experience working on the design, engineering and integration of telecommunication systems. The team then met with Rick Lane, a local entrepreneur and former football player at the University of Georgia who coached and trained football players in the community. Lane knew that they'd need solid research to get their company off the ground, so he suggested they enlist the help of a well-known athletic trainer and former professor, Dr. Beth Higbie.

But Dr. Higbie, known for her research and clinical expertise as a certified athletic trainer, physical therapist and exercise physiologist, was hesitant. "If it's something I don't believe in, I won't be any part of it," she said in their first meeting. She didn't want her name used until she saw valid research, so she agreed to help them conduct the tests. Both of her sons were involved in youth football and she knew what technology like Hothead's would mean for their safety.

Buckalew couldn't have scripted it better. And they all agreed to come on board under less than stable conditions. Hothead had no income, which meant there was no payroll. The team invested their sweat into the company, borrowed money to rent space in a strip mall in Tyrone, Ga. and crossed their fingers that the technology would be a success.

Turn Up the Heat

Prior to the development of the Heat Observation Technology (H.O.T.) system, there were several ways to monitor the temperature of an athlete during a workout. However, even the most commonly used products – liquid crystal stickers and ingestible pills – were unappealing. The liquid crystal sticker was affixed to an athlete's forehead to monitor temperature, but readings were often inaccurate because they would slip off and were influenced by skin temperature and evaporating sweat. A more recognized product was the ingestible pill thermometer. The readings were accurate, but the pill was very large and often hard to swallow and could only be administered to select athletes due to a variety of contraindications. Of course, monitoring rectal temperature was considered the "gold standard," but it was very invasive and, especially in athletics, impractical. In each case, certified athletic trainers had to be so close to athletes to read their temperature that there was no way to monitor athletes on the field from the sidelines.

As momentum grew, the team decided to start talking about the product and showcasing it at numerous athletic conventions. At every one, the H.O.T. system was met with enthusiasm because it tackled all the concerns coaches and certified trainers had. The dime-size device is integrated into an athlete's helmet where it tracks the temperature trends of players on the field. That data is then wirelessly sent to a PDA where it can be monitored in real-time. In the event a player's temperature rises above normal, an audible alert is set off to warn a coach or certified athletic trainer that the player should be evaluated and cooled down. At less than \$100 per player per season, it's also very inexpensive compared to its counterparts. Since the system is based on

forehead temperature, developers harnessed the power of General Electric (GE) to design a non-invasive encapsulate that isolated the sensor from elements that had interfered with readings in other devices. It kept the reading accurate by protecting it from sweat and wind which could cool it down.

When the first prototype of the H.O.T. system was delivered in August 2007, the team laughed that their Chick-Fil-A “research” probably wouldn’t make the cut and accompanied Dr. Higbie to University of Georgia. A certified athletic trainer there told them that they would need to test the system’s validity against core temperature. So that’s exactly what they set out to do.

The smallest room at the Hothead headquarters was converted into a makeshift “heat room” and the Hothead group ran an advertisement looking for volunteers to help them test the system. Much to the team’s surprise, football players ranging from middle-school to Division I all-stars came in droves to volunteer. They wanted to find out exactly how hot they were getting during football practice and games. Each swallowed the ingestible thermometer, threw on a H.O.T. system equipped helmet and took turns running on a treadmill. All the while, 11 heat lamps kept the room at an uncomfortable 90 degrees. Dr. Higbie and several other researchers and medical staff watched closely and monitored the athletes’ temperatures from a nearby laptop.

By the end of the sixth week, Dr. Higbie’s preliminary tests had confirmed what her gut had been telling her all along. Readings from the H.O.T. system correlated with the readings from the ingestible thermometer. But she also knew that “in-house” testing alone was not sufficient proof for the medical community. She contacted a certified athletic trainer and research colleague at Kennesaw State University, Dr. Laurie Tis, PhD, ATC, FACSM, Associate Dean in the Wellstar College of Health and Human Services at Kennesaw State University, to see if KSU would be interested in conducting research to validate the H.O.T. system and compare it to the research on rectal core temperature.

Ironically, Dr. Tis had met Buckalew at the National Athletic Trainers’ Association (NATA) conference in Los Angeles several years earlier and had provided helpful feedback on the H.O.T. system. She believed in the concept, but stressed the importance of research. Little did she know, the project would eventually land in her lap. Faculty at the college enthusiastically accepted the challenge and began testing.

Adding Fuel to the Fire

On the night of March 15, 2008, Robert Erb, CEO of the world’s largest helmet distributor Schutt Sports, worked late to research a topic that concerned him – heat exhaustion in sports. As he “googled” the issue, his search terms were “heat” and “helmets.”

Several states away, a few members of the Hothead team were also working late searching for ways to grow their fledgling company. The H.O.T. System was still in its developmental stages and the financial well was running dry. In order for them to grow, they would need to find a way to mass distribute the technology.

When the office phone rang at 9 p.m., Buckalew answered, wondering who would call the office so late. It was Robert Erb. "Excuse me," he asked the voice on the other end, "who did you say this was?"

At first, Buckalew thought it was a joke. Then he remembered that they had just signed up to advertise on Google.com. Their ad ran during prime business hours to start, but finances had forced them to switch to a cheaper slot - from 7 pm to midnight. The Hothead website had popped up front and center on Erb's computer screen.

Erb went on to explain that even before his time at Schutt, he had always been intrigued by designing a cooler helmet. He was sure someone had already developed the technology and hoped Hothead was his answer. Buckalew sent test documents, proof of business partnerships and other paperwork. Erb immediately arranged a flight to Atlanta and, after six hours in the Hothead conference room, Hothead and Schutt walked away with exactly what each of them needed - a partner to take their product to the next level.

The H.O.T. System, in the process of being validated by KSU researchers, will be available to all Schutt clients purchasing a new or refurbished football helmet beginning in fall 2009. Ultimately, Hothead plans to support all sports and any additional markets in need of biosensor technologies, such as military, public safety, HAZMAT, Industrial, Utility and Mining.



HotHead Technologies Management Team Biographies

▪ **Jason E. Buckalew, CEO/Founder**

As founder, CEO, and chairman of HotHead Technologies, Inc, Mr. Buckalew plays a critical role in driving the strategic vision of the company and in managing key customer relationships.

Mr. Buckalew brings over 20 years of experience from the Networking and Telecommunications industry to HotHead Technologies, Inc. Prior to founding HotHead Technologies, Inc, Mr. Buckalew was Director of Sales at Extricom International where he was responsible for development of their channel sales program, channel strategy and business development.

Prior to his tenure at Extricom, Mr. Buckalew was co-founder of Systems & Solutions and played a lead role in driving Sales & Development during the company's acquisition by Dell Computer. As part of a business development and acquisitions team, Mr. Buckalew helped to shape many of the key business initiatives and acquisitions in both the enterprise and carrier lines of business. Mr. Buckalew also led the design and execution of the channel market strategy at Waters Network Systems, a startup which has become an industry-recognized leader in Fiber Optic Ethernet Technology. Mr. Buckalew is a graduate of Gwinnett Technical College.

▪ **Jack Torgow, COO/Founder**

Jack Torgow is co-founder of HotHead Technologies, Inc where he leads the organization as Chief Operating Officer. With more than 25 years of internetworking experience, Mr. Torgow's role is to oversee the core vendor and supply chain channels for HotHead Technologies which include hardware, software and distribution. Mr. Torgow is also a key asset in building enterprise-level relationships for current and future HotHead Technologies endeavors.

Mr. Torgow is currently the Regional Sales Manager for a five-year-old start-up company in the Wireless Intrusion Prevention Systems (WIPS) space with responsibility for all "go to market" sales campaigns for AirTight Networks products. He has also held the position of Manager of Channel Operations for Cisco Systems. At Lucent Technologies, Mr. Torgow held the position of Vice President of Sales for the Southeast Region for Data Networking Technology focused on service provider and enterprise-wide voice, video, wireless and data applications. Mr. Torgow is a graduate of CCNY at Lehman and completed his post graduate work at Columbia University in New York City.

▪ **Richard (Rick) P. Lane, Vice President - Business Development**

As Vice President-Business Development, Rick Lane is responsible for the daily sales and business operations of HotHead Technologies. The depth of his expertise – a culmination of nearly a decade in sales, operations management, public relations and event management – is a valuable asset to HotHead Technologies.



Mr. Lane also has more than 18 years of experience in the sports and health industry and is a former University of Georgia Football Scholarship athlete. In 2000, Mr. Lane was recognized worldwide for the concepts he developed while serving as the Administrator at International Park, the site of the 1996 Olympic Volleyball events. He managed nearly 200 employees and solidified major sponsorships with companies like Coca-Cola, Speedo and Hawaiian Tropic.

Mr. Lane earned a Bachelor of Business Administration (Marketing) and an Associate of Arts in Advertising from Clayton State University.

▪ **Keith L. Sutton, Vice President - Corporate Marketing & Branding**

Keith Sutton has more than 20 years of experience in the advertising, marketing, and creative arena. As Vice President - Corporate Marketing and Branding, he is charged with establishing the HotHead Technologies brand and leading all marketing and creative strategies to propel the H.O.T. system product into the hands of customers.

Mr. Sutton has been instrumental in attaining and overseeing major web services accounts for Russell Athletic, Jerzees, and Coldwater Creek. While at Cadmus Creative Marketing, Mr. Sutton developed "Inbox Marketware," an eMarketing solution for retailers and manufacturers. Mr. Sutton had dual roles at Cadmus that included managing the Information Technology team responsible for all corporate technology as well as major asset management of data for retail and manufacturing clients like Bloomingdales, Russell Athletic, Jerzees, Augusta Sportswear Manufacturing and more.

Prior to Cadmus, Mr. Sutton had an 11 year career with BellSouth Advertising and Publishing as a Sales Promotion Manager and Manager of Intranet and Interactive Media for the BellSouth's Advertising Design Services division, supporting 1,500 sales representatives across the nine-state BellSouth region.

Mr. Sutton graduated with a Bachelor's degree in Advertising Design from Georgia Southwestern University. He also holds an E-Business Strategy certification from Georgia Institute of Technology.

▪ **Rodney Brown, Vice President – Information Systems**

As Vice President - Information Systems, Rodney Brown is an integral part of a team positioning the H.O.T. System to become a leader in the sports technology market. Mr. Brown's responsibilities include Technology Planning and Strategy, as well as New Product Innovations. He oversees technical and IS operations for the company.

Mr. Brown has worked in the Information Technology sector for nearly 20 years. He has excelled in every position he has held, including his most recent appointment as IT Manager –



Strategic Technologies, AT&T Mobility (formerly Cingular Wireless). Mr. Brown's primary responsibilities were to manage Cingular's Network Architecture and Strategic Technologies teams.

Mr. Brown has served as a Principal Member of the Consulting Staff at Lucent Technologies where he focused on network design, engineering, integration and business services for service providers and large enterprise customers. Previously, Mr. Brown worked in systems engineering roles at Honeywell, CompuCom Systems, and Econocom Network Services.

He is also a U.S. Navy veteran, serving as a supervisor over operations and maintenance of encrypted voice and data systems including ship/shore communications networks. Mr. Brown graduated with a Bachelors degree in Technical Management (magna cum laude) and Associate of Applied Science in Electronics (honors) from DeVry University.

Research Staff

- **Dr. Elizabeth (Beth) Johnson Higbie, PT, PhD, ATC, LAT
Senior Director of Research and Sports Science**

Dr. Beth Higbie leads the HotHead Technologies Research and Trials department for the H.O.T. system. Touting more than 25 years of experience in sports science, Dr. Higbie has become one of the most respected and knowledgeable researchers in her field.

Dr. Higbie spent more than five years at the University of Georgia as a student athletic trainer, consultant and instructor of exercise science. She also taught physical therapy and athletic training for 11 years at Georgia State University.

Her management, teaching, research, and written publications are numerous and define her importance to the team at HotHead Sports. For an exhaustive list of Dr. Higbie's credentials, please visit the HotHead website.

Professional Certifications and Licenses

Georgia Physical Therapy License #1955
Georgia Athletic Trainer License #275
Athletic Trainer Certification #119202477

Education

Ph.D., Exercise Science, The University of Georgia , Department of Exercise Science, Athens , Georgia , 1994.

M.S., Physical Therapy, The University of Alabama at Birmingham, Division of Physical Therapy, Birmingham, Alabama, 1984.

B.S., Interdisciplinary Studies (Biology/Psychology), The University of Alabama , New College, Tuscaloosa , Alabama , 1981.



Frequently Asked Questions

1. What causes heat exhaustion?

Heat exhaustion occurs most often when one is exposed to high temperatures and becomes dehydrated, usually from not drinking enough fluids. It can also occur when large volumes of sweat are replaced with fluids that don't contain enough salt.

2. How has heat exhaustion been monitored in the past?

Rectal temperature is recommended by the National Athletic Trainers' Association as the criterion standard for recognizing heat stroke, but other body sites are used to measure temperature. Heat exhaustion in athletes has been monitored several ways, but the most frequently used include swallowing a thermometer pill and affixing liquid crystal stickers to players' foreheads.

3. Is the sensor compatible with any model helmet, or is a certain helmet required?

The H.O.T. system can be retro fitted into any helmet on the market, including but not limited to Schutt, Riddell, Adams and more.

4. What's the percentage of accuracy?

99.25%

5. What are the special hardware requirements of the receiving unit?

The receiving unit, our proprietary PDA device, is pre-loaded with the operating system and software. It is "plug and play" and comes with a cradle unit to download any periodical updates for the system.

6. How much does the system cost?

Less than \$100 per player per season. Compared to other heat-monitoring equipment, it is very inexpensive.

7. What is the operable range between the sensor and PDA(s)?

The current operable range is a 300 yard radius, but that range continually grows as we move through our phases of testing.

8. How many sensors can be monitored simultaneously?

Up to one thousand (1,000) units can run simultaneously.

9. Has this ever been put in a helmet and tested on the field?

Yes; HotHead Sports, along with Schutt Sports, implemented the first NCAA Division I on-field testing at a Penn State University football practice in November 2008.



10. Is this a weather-proof device?

Technology developers reached out to General Electric to design a non-invasive encapsulate that isolates the sensor from any element that could interfere with readings, including rain, sweat and wind.

11. At what temperature does the alarm signal a player should be checked?

It is user-selectable. We will work with each athletic trainer, director or coach to set the threshold for high body temperature. In general, the temperature for heat exhaustion is between 98.6 and 104 degrees Fahrenheit. Heat stroke occurs at any core temperature above 104 degrees Fahrenheit.

12. Who is responsible for monitoring the equipment and removing athletes from play?

In most cases, certified athletic trainers or coaches are in control of the handheld tracking device. If the alert is sounded, that person is responsible for either assigning someone to remove the player from the field, or removing the player themselves.

13. Does a coach really need technology to know when a player is overheating?

Yes. Many times athletes will push themselves until they are in a heat stress zone and not tell a coach or trainer in fear of losing a position or putting doubt in a coach's mind. Overheating may keep a player out of practices or plays during a game, but the earlier the situation is identified the earlier they can return to play.

14. Why the forehead? What's the difference between that and core temperature?

There's an established physiological relationship between skin temperature (forehead temperature) and core temperature. Forehead temperature is used by the medical community and is certainly very practical in a football helmet.

15. Why did you choose Kennesaw State University to test the technology?

The Wellstar College of Health and Human Services at Kennesaw State University has a strong reputation for conducting studies designed to benefit the community. The H.O.T. System is also designed to benefit the community, therefore, our missions are highly compatible. In addition, Dr. Laurie Tis, PhD, ATC, FACSM, Associate Dean for the Wellstar College of Health and Human Services, is a nationally recognized scholar and certified athletic trainer. We knew her expertise would be critical to the success of the project.



HotHead Sports Timeline

July 2004

Technology conceptualized when Jay Buckalew, engineer for global wireless corporation, overheats on worksite in San Juan, PR

August 2005

News of local and professional athletes' simultaneous heat injuries prompts Buckalew to act on concept

December 2005

First meeting with Identec engineers to develop technology

July 2006

RFID AG signs agreement to become first major investor

September 2006

Founding team formed when Buckalew shares concept and vision for Heat Observation Technology (H.O.T.) with several colleagues

November 2006

HotHead Sports officially becomes a business entity

December 2006

HotHead Sports builds strategic partnerships with Identec Solutions and DBK Concepts.

January 2007

H.O.T. System makes its debut at American Football Coaches Association (AFCA) conference and is met with overwhelmingly positive response

March 2007

HotHead Sports builds strategic partnerships with GE to complete development of heat-sensing component

June 2007

H.O.T. System concept met with positive response at National Athletic Trainers Association (NATA) conference – prompts more testing



August 2007

HotHead Sports completes a year-long campaign across the country to share the H.O.T. system concept and build brand awareness among coaches, certified athletic trainers, athletic directors and parents.

August 2007

First prototype of system delivered

January 2008

HotHead Sports becomes a corporation – subsidiary of holding company HotHead Technologies

March 2008

The world's leading manufacturer of football helmets, Schutt Sports, expresses interest in partnership with HotHead Sports

June-August 2008

Research team, led by Executive Director of Research and Sports Science, Dr. Beth Higbie PhD, PT, ATC, LAT, tests accuracy and functionality of technology in heat room at HotHead Sports headquarters

August 2008

HotHead tests the H.O.T. System to further confirm technology's validity

October 2008

HotHead Sports, along with Schutt Sports, implements first NCAA Division I H.O.T. System testing at a Penn State University football practice

November 2008

Kennesaw State University begins human subjects research correlating forehead temperature (measured using H.O.T. System) to rectal core temperature

January 2009

Product officially debuted to nearly 6,000 coaches at American Football Coaches Association (AFCA) Convention



Media Contact:
Don Yaeger
180 Communications
don@team180.com
850-412-0300

HOLD FOR RELEASE ON: January 12, 2009

HotHead Technologies Working with Schutt Sports to Develop “Smart” Helmet

Schutt Sports, the world’s leading provider of football helmets and faceguards, is taking safety to the next level through their association with one of the most innovative sports technology companies in America.

Nashville, Tenn. – January 12, 2009 – HotHead Technologies, Inc., an Atlanta-based enterprise committed to improving athletic safety through research-based technology, today announced it is working closely with Schutt Sports to develop a commercially viable heat-sensing helmet insert, which can detect potential heat stroke in a player in real-time. News of their joint development activities was officially announced at the American Football Coaches Association Annual Convention hosted by the Gaylord Opryland Hotel.

“From the moment we began researching a way to prevent non-fatal and fatal injuries due to heatstroke, it has been our hope that the technology would find mass distribution through a relationship like this,” said HotHead CEO Jay Buckalew. “Placement of the Heat Observation Technology (H.O.T.)™ System in Schutt helmets will have a significant impact on the lives of these athletes.”

Developers at HotHead have spent years perfecting a dime-sized sensor that is expected to be implanted in the forehead pad of new and refurbished Schutt football helmets beginning this fall. The sensor will track the temperature trends of players on the field and send that data to a PDA (Personal Digital Assistant) on the sidelines where it can be monitored in real-time. In the event a player’s temperature rises above normal, an audible alert is set off to warn a coach or certified athletic trainer that the player should be evaluated and cooled down.

While concussions and head injuries remain the most highly publicized injuries for football players, heat stroke and other heat-related problems are a very real threat to athletes and can be even more serious than other injuries.

“Yesterday’s helmets were designed to simply protect players from head injuries,” said Schutt CEO Robert Erb. “Our association with HotHead Sports is part of our long-range effort to build “smart” helmets which protect the player as a whole. Thanks to the ground-breaking H.O.T.™ System, we hope to help coaches and athletic trainers take the guesswork out of whether or not a player is overheating.”

According to USA Football, more than 21 million Americans - from pee wee to the NFL - will play football this year. Overheating, especially among programs in the South, is an area of long-time concern for coaches, parents, certified athletic trainers and administration. Until now, they have never been able to accurately monitor the true temperature of an athlete on the field.

About HotHead Sports

HotHead Sports, a division of HotHead Technologies, Inc., is an Atlanta-based company offering a patent-pending and proprietary monitoring solution termed the Heat Observation Technology (H.O.T.)™ system. The system is designed as an aid in the prevention of heat-related illness in athletes. Within the coming years, HotHead Technologies will target additional segments that have a need for biosensor technologies such as public

safety, military, industrial, and other markets. “HotHead “, “HotHead Sports”, Heat Observation Technology (H.O.T) and the HotHead Sports logo are trademarks of HotHead Technologies, Inc.

About Schutt Sports

Schutt Sports is the world’s #1 maker of football helmets and faceguards and is the first helmet maker to move its technology beyond traditional foam padding. SKYDEX2® TPU Cushioning is available in the ION4D, AiR XP and DNA Pro+ lines, absorbing as much as 55% more force from impact in game-like conditions. Nearly 60% of the helmets and 80% of the faceguards around the world, from the pros to the pee wees, are made by Schutt Sports. Schutt Sports is also the Official Base Supplier to Major League Baseball®. The USA Olympic Softball Team has won three gold medals and one silver medal wearing batter’s helmets from Schutt Sports.

For over 90 years, we’ve designed our gear with the singular purpose of empowering athletes to perform at the top of their game.

###



Contact List

HotHead Sports

A Division of HotHead Technologies, Inc.

602 Dogwood Trail

Tyrone, Georgia 30290

Suite H

678-870-1136 Office

678-870-1139 Fax

info@hothead.com

Corporate Sales

Rick Lane

678-870-1136 Office

rlane@hotheadsports.com

Media Inquiries

Don Yaeger

850-412-0300

don@team180.com

Research and Clinical Use Inquiries

Beth Higbie, PhD, PT, ATC, LAT

678-870-1136 Office

678-777-3421 Mobile

bhigbie@hotheadsports.com