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**FOR IMMEDIATE RELEASE:**

**NFL, UNDER ARMOUR AND GE RECEIVE MORE THAN 450 SUBMISSIONS TO HEAD HEALTH CHALLENGE II**

*Innovative challenge is a collaboration to improve protection against brain injury*

**February 25, 2014** –More than 450 proposals from 19 countries were submitted to Head Health Challenge II, the NFL, Under Armour (NYSE:UA) and GE (NYSE: GE) announced today. The challenge will award up to \$10 million for new innovations and materials that can protect the brain from traumatic injury and for new tools for tracking head impacts in real time. The challenge is part of the Head Health Initiative, a collaboration to help speed diagnosis, improve treatment and protect against brain injury.

According to site manager NineSigma, between September 2013 and February 11, 2014, when the challenge closed, more than 40,000 people from 110 countries visited [www.headhealthchallenge.com](http://www.headhealthchallenge.com). The submissions will now be evaluated by a panel of external judges that include leading experts in brain research and engineering solutions for training and protocols. Winners will be announced at a later date.

Specific focus areas for Head Health Challenge II include:

- Potential to improve the prevention and identification of brain injuries
- Monitoring and identifying injury
- Protection against injury or its consequences
- Training

“The response to this challenge demonstrates the global interest in brain protection,” said **JEFF MILLER**, NFL Senior Vice President of Health and Safety Policy. “The number of great scientific minds committed to protecting the brain provides hope that we will see great innovations that have the potential to protect athletes in all sports at all levels. We are proud to work with innovative partners like GE and Under Armour to help advance science.”

“Striving to make the field of play safe across all sports is a world-wide mission, which has been demonstrated by the global response to the Head Health Challenge II,” said **KEVIN HALEY**, SVP Innovation, Under Armour. “We are committed to this cause and look forward to working hand-in-hand with the NFL and GE, reviewing the submissions and finding those innovations that can have a positive effect on all sports and help protect athletes at every level.”

The Head Health Initiative is an innovative four-year, \$60 million collaboration to speed diagnosis and improve treatment for mild traumatic brain injury. The goal of the program, guided by healthcare experts, is to improve the safety of athletes, members of the military and society overall. The initiative includes a four-year, \$40 million research and development program from the NFL and GE to evaluate and develop next generation imaging technologies to improve diagnosis that would allow for targeting treatment therapy for patients with mild traumatic brain injury. In addition the NFL, Under Armour and GE launched two open innovation challenges to invest up to \$20 million in research and technology development to better understand, diagnose and protect against brain injury.

The first challenge launched in March and closed in July with more than 400 submissions from more than 25 countries. The 16 winners of Head Health Challenge I [were announced in January](#).

To learn more, visit [www.headhealthchallenge.com](http://www.headhealthchallenge.com).

#### **About Under Armour, Inc.**

Under Armour (NYSE: UA), the originator of performance footwear, apparel and accessories, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. Under Armour's wholly owned subsidiary, MapMyFitness, powers one of the world's largest Connected Fitness communities. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at [www.uabiz.com](http://www.uabiz.com).

#### **About The National Football League**

Throughout its history, the NFL has made the health and safety of its players a priority. This commitment extends to football played at all ages, as well as other sports. At the youth level, the NFL's partnership with the Centers for Disease Control and Prevention and the league's support for USA Football, including the Heads Up Football initiative, helps parents, coaches, clinicians and athletes understand the signs and symptoms of head injuries. The league has successfully advocated for the passage of youth concussion laws in all 50 states. Through funding for medical studies, including a \$30 million grant to the National Institutes of Health for medical research; collaboration with the military on research and recognizing and reporting potential head injuries; and the work of the NFL's medical committees, the NFL is committed to supporting and advancing science that will have an impact beyond football. With a continued emphasis on improved equipment, rules changes, and in-game policies, the NFL fosters a culture that promotes health and safety at every level of the game.

#### **About GE**

GE (NYSE: GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and helping to cure the world. Not just imagining. Doing. GE works. For more information, visit the company's website at [www.ge.com](http://www.ge.com).

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