

# XENITH®

FOR THE ENLIGHTENED WARRIOR™

## Xenith® Official Response to NFHS Rule Change

Last week the National Federation of State High School Associations (NFHS) approved a rule change that states, "In cases where the helmet comes completely off without it being directly attributable to a foul by the opponent, the player will have to leave the game for at least one down." [NFHS Press Release](#)

Xenith would like to convey our support and gratitude to the NFHS for their attention to this important matter. The issue of helmets popping off has become quite topical in sports today, and preventing these issues has been an integral part of the development of one of Xenith's core technologies, the adaptive fit system, designed to reduce the likelihood of these incidents from occurring. This matter has now become prevalent at all levels of play, high school, collegiate and professional. In fact, the NCAA recently proposed the same rule, although it has not yet been officially implemented. [NCAA Committee Recommendations](#)

Last season, USA Today posted a [gallery](#) of college players losing their helmets and Sports Illustrated/CNN posted [photos](#) of NFL players losing their helmets. National Media along with NFL and Collegiate commentators have also been noting the increased frequency of players losing their helmets during play. Read the USA Today [story](#) on the problem. Xenith also released the following [statement](#) on October 10<sup>th</sup>, 2011 regarding efforts taken to prevent the issue.



New Xenith X2 Fit Seeker Technology

Xenith's Fit Seeker® technology adapts to the head creating an instant custom fit and keeps the helmet secure during impact, thus reducing the likelihood of the helmet coming off.

Xenith's mission from company inception has been to create a comprehensive approach to risk reduction and promote safety and activity through innovation, education and rule enforcement. More than 100,000 players from youth to the NFL were using Xenith this season – including NFL All-Pros Ray Rice, Ricky Williams, Dallas Clark, and Matt Birk.

For information on how to order, please call Xenith Customer Service at 866.888.2322 or visit [www.xenith.com](http://www.xenith.com). For PR or Media inquiries, please contact Jim Huether at Xenith, 310.429.0506.

