

# Riddell®



**FOR IMMEDIATE RELEASE**

**RIDDELL CELEBRATES GROUDBREAKING ON KOLLEGE TOWN SPORTS  
FACILITY IN SUN PRAIRIE, WISCONSIN**

*New Kollege Town Facility to Serve as Key Apparel Operation for Riddell; Set to Open in Spring 2017*

**ROSEMONT, Ill. — August 26, 2016** — Riddell officially began construction on a new Kollege Town Sports facility and held a groundbreaking ceremony yesterday at the site in Sun Prairie, Wisconsin. The special event featured Riddell and Kollege Town senior leaders and employees, as well as customers, development partners and public officials. The Sun Prairie facility will support all aspects of Kollege Town's apparel business, while also housing their "fanaKTive" graphics-based product line. A division of Riddell since October 2015, Kollege Town manages Riddell's growing apparel category.

The joint Kollege Town and Riddell team, in conjunction with its development partners, initiated the exploration process of identifying a location for a new facility at the beginning of 2016. While the search covered the greater Madison area, Sun Prairie was selected given the ties to the local community, room for future expansion beyond the current footprint, and other logistical considerations. The facility project received vital support from many public entities including the Wisconsin Economic Development Corporation (WEDC), City of Sun Prairie, Dane County, and the Sun Prairie Area School District.

"While the Sun Prairie project officially started this year, the plan for a new, state-of-the-art facility is many years in the making and was made possible through Riddell's investment in our business," said Tom Handlen, President of Kollege Town Sports. "It is very rewarding to know we will be providing our longstanding team at Kollege Town with a beautiful new facility to work from each day, which will help us continue to deliver the exceptional products and service our customers have come to expect."

The Sun Prairie facility will span 102,125 square feet and will be located on over 13 acres adjacent to a developed business park. It will be responsible for sales, operations, production and warehousing for the apparel line and will host creative support and production for the wide range of fanaKTive products. Kollege Town will transition the activities of its current location in Windsor, Wisconsin to Sun Prairie beginning in the Spring of 2017.

"We have successfully leveraged Kollege Town's significant expertise in the apparel industry to expand our capabilities and product offering since the acquisition last year," said Dan Arment, President and Chief Executive Officer of Riddell and BRG Sports. "With the help of Kollege Town, we have strengthened our customer relationships and become better positioned to compete in the marketplace. The Sun Prairie facility will help us maintain this momentum and will be a welcomed addition to our operational footprint."

The company's key partners on the project include Avison Young (real estate consultant and construction manager), Incentis Group (public incentives consultant), Scannell Properties (developer), Heitman Architects (architect), and Wisconsin-based Sullivan designBUILD (design build general contractor) and Quam Engineering (civil engineer).

**About Kollege Town Sports**

Kollege Town Sports, a division of Riddell, is an innovative leader in the athletic apparel industry for youth, high school and college teams, and corporate sales. Located just outside Madison, Wisconsin, Kollege Town specializes in screen printing, laser etching, embroidery and tackle twill. Kollege Town offers a variety of fan and spirit wear items and has a comprehensive online store designed to support program fundraising efforts. In addition to apparel, Kollege Town's "fanaKTive" line provides sports fans with personalized wall and ground graphics, including team logos and athlete action shots. For more information, visit our website at <http://www.kollege-town.com>, like the Kollege Town Facebook page, or follow Kollege Town on Twitter @KollegeTown.

**About Riddell**

Riddell is a premier designer and developer of football helmets, protective sports equipment, head impact monitoring technologies, apparel and related accessories. A recognized leader in helmet technology and innovation, Riddell is the leading manufacturer of football helmets and shoulder pads, and a top provider of reconditioning services (cleaning, repairing, repainting and recertifying existing equipment). For more information, visit our website at <http://www.riddell.com>, like the Riddell Facebook page, or follow Riddell on Instagram and Twitter @RiddellSports.

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