



CHAD OCHOCINCO OF THE CINCINNATI BENGALS TEAMS UP WITH TAPOUT MOUTHGUARDS AND PERFORMANCE BANDS

FAMOUS WIDE RECEIVER ENDORSES TAPOUT AND ROUNDS OUT TAPOUT PRO TEAM WITH OTHER PROS LIKE PATRICK KANE, DEXTER MCCLUSTER, TARYNE MOWATT AND JAKE ELLENBERGER

NEW YORK, June 13th, 2011 – Known for his golden smile, athletic prowess and in-your-face attitude, Chad Ochocinco, wide receiver for the Cincinnati Bengals, is taking to the field in style with TapouT Mouthguards and TapouT RealG Performance Bands.

“Ochocinco is the perfect athlete to represent the TapouT brand and its energy and intensity,” said Chris Circo, CEO of Battle Sports Science. “Fans absolutely adore Chad’s rule-breaking enthusiasm and passionate devotion to sports. This is evident in the relationship he maintains with his over 2 million Twitter followers.”

Professional athletes across all team sports have embraced mixed martial arts training for both physical and mental conditioning. MMA has replaced the more traditional training methods like running and weight lifting with many pros due to the intense level of cardio and the core strength advantages. Others feel the gained confidence, adrenaline rush and its technical aspects are unmatched by any other form of training.

Chad Ochocinco joins Chicago Blackhawks hockey great Patrick Kane, Kansas City Chiefs superstar running back Dexter McCluster, Super Bowl winning running back Pierre Thomas from the New Orleans Saints, two time national champion and ESPY award winner Taryne Mowatt and MMA fighters like Jake Ellenberger, Travis Browne and many others in representing TapouT Performance Products.

Produced by Battle Sports Science, in partnership with Authentic Brands Group, the TapouT Mouthguard is an innovative mouth protection system so advanced that it rivals the safety and performance of custom-molded mouthguards that cost hundreds of dollars - yet the TapouT Mouthguard is available for a fraction of the cost. The design of the TapouT Mouthguard has integrated channels that remain open so athletes can more easily breathe - oxygenating muscles and maintaining ease of speech. In addition, in independent testing of athletes performing basic performance tests, there were increases in performance across the board when wearing the TapouT Mouthguard. Athletes who wear TapouT Mouthguards benefit from maximum impact protection and perfect-fit technology leading to improved performance on the field.

Not only will Ochocinco be protecting his mouth in style with the mouthguard, he’ll also be sporting the new TapouT RealG Bands and the TapouT RealG Sweatbands. The bands provide unmatched durability and style with real magnetic technology embedded in a dual layer medical grade silicone.

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CONTACT:

Gina McDevitt
Battle Sports Science
(402) 770-4278
gina@lukasmcdevittcommunications.com

Nancy Carlson
Authentic Brands Group
(212) 760-2417
ncarlson@authenticbrandsgroup.com

About Authentic Brands Group LLC

Authentic Brands Group, in partnership with Leonard Green & Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. With offices in New York and Toronto, ABG's mission is to acquire and manage iconic consumer brands in apparel, sporting goods, action sports, home, celebrity, entertainment and consumer electronics and enhance brand equity through best-in-class brand licensee and direct-to-retail partnerships. ABG holds Marilyn Monroe, TapouT, TapouT MPS, TapouT Pro, TapouT Vintage, Silver Star Casting Company, Iron Star, Hitman Fight Gear and Sinister Brand. www.authenticbrandsgroup.com

For more information on Authentic Brands Group holdings:
www.tapout.com, www.buysilverstar.com and www.sinisterbrand.com

About TapouT

Founded in 1997 by Mask, Punkass and Skyskrape, TapouT is the first brand to represent the sport of MMA. From humble beginnings when the brand was sold at underground events, TapouT has become synonymous with the sport and is the most recognized MMA brand in the world. Athletes and millions of global fans wear TapouT as a badge of honor as it symbolizes the brands fighting spirit and that quitting is never an option. TapouT's worldwide movement is founded on Mask's conviction that anything is possible if one simply believes...

About Chad Ochocinco

Ochocinco completed a singular NFL achievement in '06 – winning a fourth consecutive conference receiving yards title. He won the AFC race by the same three-yard margin (1369-1366) that he had in the NFL yards race, as the No. 2 league yardage-maker was Marvin Harrison of Indianapolis. Since the establishment of the American and National conferences in 1970, no one else has led a conference four years in a row, and only two other players have won as many as three in a row. Tim Brown of Oakland and Jerry Rice of San Francisco posted three-year streaks, both from 1993-1995, Brown in the AFC and Rice in the NFC.

About Battle Sports Science

Based in Omaha, Nebraska, and founded in 2009, Battle Sports Science focuses on enhancing safety for athletes. The company is dedicated to sports safety; producing products through science, research, innovation and development, and bringing them to market.
For more information go to www.battlesportsscience.com