

Leyden Lions and McDavid Athletics Form New Partnership

Melrose Park, IL., February 24 -- McDavid Athletics USA, Inc. and the Leyden Lions minor league football program, today announced a multi-faceted partnership to join forces in their support of both semi-pro and youth football. The agreement designates McDavid, a leader in performance athletic apparel and sports medicine products, as a Team Sponsor of the Leyden Lions, one of the premiere minor league football organizations in the nation. As a Team Sponsor, McDavid is now a key supplier of performance apparel and sports medicine products to the Lions.

As part of the partnership, McDavid will serve as a title sponsor of the Lions throughout the 2009 season by providing their players and coaches with a significant discount on all McDavid products. McDavid USA will also support a Giving Back Program that will allow the Lions to provide a discount on products to the Leyden Bears and Melrose Park Gaels, two youth football programs in the Chicago land area.



"We're excited to partner with an organization that shares the same core values as the McDavid team. We look forward to helping the Lions players, the youth football teams and young athletes perform at their best when they are on the field," said Rey Corpuz, Director of Sports Marketing, McDavid. "This partnership allows us the opportunity to expand our efforts and build new relationships with the athletes participating in semi-pro and youth football programs."

"In addition to being one of the more sought after brands by our athletes, McDavid shares our vision for the future", says Leyden Lions CEO, Jose Rodriguez. "We could not imagine a better partner to support our efforts to help grow minor league and youth football and serve our members and the communities they live in. Our partnership will benefit tremendously."

McDavid has come far from the beginnings in 1969. From a basement in Bellwood, IL, to their production facility and global headquarters in Woodridge, IL, they now manufacture and market over 400 different innovative products for athletes and active people of all ages. McDavid USA is the most widely used and recommended brand of braces among sports medical professionals and the industry leader in sports medical products, technical performance athletic wear and consumer merchandising. Their most recent innovation, HexPad™ Technology, is changing the way athletes wear under clothing by fusing padding to performance fabrics and defining an entire new category called Protective Apparel.

For more information, please visit www.mcdavidusa.com.
