



ASX Announcement

Melbourne, Tuesday 29 March 2011

Axon Sports Joins Forces With Eastbay To Raise Concussion Awareness

Highlights

- Sports retailer, Eastbay, has partnered with Axon Sports to increase awareness of concussion and baseline testing of cognition.
- Eastbay is among the largest direct marketers of sports equipment in the USA.
- Axon Sports has an exclusive license to market and sell the CogState technology in the area of sports related concussions within North America.
- The management of concussion, particularly in children, is now recognised as a significant medical issue. 15 States within the USA have passed legislation requiring concussion management plans, primarily aimed at school children. Another 23 States have similar legislation pending.
- The Eastbay association with Axon Sports is timed to increase the profile of Axon Sports as preparations begin for the start of the USA school year in August.

CogState Ltd (ASX:CGS) today announced that its USA based joint venture in the sports concussion market, Axon Sports, has partnered with Eastbay to increase awareness of sports-related concussions and the role of baseline cognitive testing as part of an athlete's overall preseason preparation.

Eastbay is a subsidiary of Foot Locker, Inc., and is among the largest direct marketers in the United States, providing the high school and college athlete with a complete sports solution including athletic footwear, apparel, equipment, team licensed, and private-label merchandise.

This year, one in 10 athletes will suffer a sports-related concussion, according to the United States Government agency, the Centers for Disease Control. The actual number of concussions is likely to be much higher given the number of head injuries that continue to go unrecognized and underreported.

Baseline cognitive testing is recognised as best practice for athletes in an effective concussion management program. It is recognized by both the National Collegiate Athletic Association (1) and the American Academy of Pediatrics (2). As early as 2001, it was considered a "cornerstone" in concussion evaluation at the International Conference on Concussion in Sport (3).

Axon Sports is redefining baseline testing in the sports market as the first company to make tests broadly accessible, affordable, and convenient. The Axon Sports Computerized Cognitive Assessment Tool (CCAT) is powered by CogState technology and is used to measure an athlete's brain speed and accuracy. An online baseline test is taken before the sports season begins to provide a benchmark for comparison after a



suspected concussion. Results are stored and can be shared with medical providers to help them make return-to-play decisions.

The agreement between Axon Sports and Eastbay will see Eastbay utilize its significant online and print presence to raise awareness of the risks of concussion and the important role of Axon Sports in providing baseline testing that is accessible, affordable and convenient.

"Eastbay strives to look out, and look ahead, for athletes—to be a forerunner in providing what they need from head to toe," said Dowe Tillema, President and CEO, Eastbay. "Increasing awareness of baseline tests among our loyal customers underscores Eastbay's commitment to support all athletes and their athletic performance. From recreational to competitive leagues; from basketball and football to cheerleading and skateboarding, to fully protect themselves, every athlete should have access to affordable and convenient baseline testing."

"We are proud to join forces with Eastbay—a clear world leader in the sports market—to increase awareness of concussions and the proactive steps parents, coaches, athletic trainers, and doctors can take to help safeguard the health of athletes in their care. Our aim is make baseline tests accessible to all athletes," said Polly James, Axon Sports president and CEO. "As we learn more about the dangers of concussions; as training and competitive play intensify, it's becoming clear that baseline testing should be part of every athlete's pre-season preparation."

The promotion comes at a time when 15 US States have passed legislation, and another 23 States have legislation pending, in relation to the management of concussion in school aged children. The Axon Sports test can be used by athletes as young as 10 years of age.

CogState CEO, Brad O'Connor stated, "The agreement with Eastbay has been timed to significantly increase the profile of Axon Sports as the company prepares for the important back-to-school and pre-season training that will kick off in the United States in the August 2011".

In Australia, CogState welcomed the announcement last week by the Australian Football League (AFL) of its revised policy in respect of the management of concussion. The new AFL concussion policy is reflective of developments that have been occurring in the USA. The CogState technology is used by the AFL doctors to assist in determining when a player has recovered from a concussive injury.

1. <http://www.ncaapublications.com/productdownloads/MD11.pdf> (page 55)
2. <http://www.aap.org/advocacy/releases/aug3010studies.htm#sportconcussions>
3. http://www.simbex.com/BRP/links/Aubry%20_2002%20Vienna%20Consensus.pdf



About Eastbay

Eastbay is a leading world supplier of athletic footwear, apparel and sports equipment. It was established to meet the performance needs of high school and college athletes. This venture grew into a worldwide direct mail catalog and Internet sales conglomerate featuring top athletic brands such as adidas, ASICS, Reebok, Converse, New Balance, Saucony and Nike. To learn more visit www.eastbay.com.

About Axon Sports

Axon Sports provides the Axon Sports Computerized Cognitive Assessment Tool (CCAT) as well as educational resources on a wide range of topics surrounding its proper use within an overall concussion management program. Together with athletes, Parents, Coaches, Athletic Trainers and Doctors, Axon Sports is on a mission to protect and train the athletic brain. To learn more or to preview a sample test, visit www.axonsports.com.

The Axon Sports CCAT is available online. Athletes can complete a test in eight to 10 minutes. Test results are stored in secure accounts and can be used as a comparison tool should an athlete suffer a concussion. Parents can access the online data anytime and share it with their child's Doctor, Coach or Athletic Trainer, which is especially important as kids move from school sport to club sport and from team to team. Powered by [CogState](#) technology, the test has been used for more than 10 years internationally and at major U.S. universities. Now, U.S. athletes as young as age 10 can use it as well.

About CogState

CogState Ltd (ASX: CGS) specialises in the development and commercialisation of rapid, computerised tests of cognition (brain function). To date, CogState has commercialised its technology in two markets – clinical drug trials and concussion management in sport.

In the clinical drug trial market, CogState technology and associated services are used by pharmaceutical and biotechnology companies to quantify the effect of drugs or other interventions on human subjects participating in clinical trials. Since sales into the clinical trials market began in 2004, CogState has secured agreements with top pharmaceutical companies including Pfizer, AstraZeneca, GlaxoSmithKline, Merck, Johnson & Johnson, Novartis, Lundbeck, Dainippon Sumitomo, Otsuka, Servier.

In the area of sports related concussion, CogState's technology has been used by a number of highly regarded institutions and sporting organisations around the world for almost 10 years. Current users include, University of Notre Dame, University of Michigan, English Rugby League, English Jockey Club, Australian Football League, and a number of national and international Rugby League and Rugby Union clubs.

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