



TOP BULL RIDER FINDS RELIEF FROM INJURIES WITH GAME READY ACCELERATED RECOVERY SYSTEM

Patented System Speeds Recovery with Cold and Compression

Berkeley, CA – May 7, 2004 – Mike Lee, one the country's top professional bull riders, knows first hand the time and effort required for injury recovery – he's endured plenty of injuries. In fact, over the past few years, Mike has partially dislocated his shoulder, suffers from bone fragments in his wrists plus the general aches, pains and swelling that come with competing as a professional bull rider. So when Mike's chiropractor introduced him to the Game Ready Accelerated Recovery System last month, he was anxious to give it a try.

The secret to the Game Ready System lies in its NASA-inspired spacesuit technology, which combines cold therapy with intermittent compression to reduce pain, swelling and accelerate the body's natural healing process. More than 60 pro sports teams, 200 professional athletes and 70 universities nationwide are currently using the Game Ready Accelerated Recovery System including star athletes from the NFL and Olympians heading to the 2004 Summer Games in Athens.

Mike Lee is the first professional bull rider and another example of an elite athlete relying on Game Ready to speed up recovery and prevent future injuries.

"For bull riders, shoulder, wrist and back injuries are pretty common -- it's really just a matter of time for any rider. When I started using Game Ready, I was impressed by how fast it reduces inflammation and stiffness. Before, I was just using ice packs, which aren't nearly as effective. Oh yeah, I'd recommend Game Ready to other bull riders," said Mike Lee, Professional Bull Rider.

"Game Ready is a great match for the rodeo circuit – bull riders, bareback riders, steer wrestlers, saddle bronc riders, ropers, clowns, bull fighters – really all cowboys on the circuit would benefit," said Dr. James Wooten, Mike Lee's chiropractor and a former rodeo cowboy.

"There are all sorts of ways bull riders get injured – including getting thrown off away from their hand and getting hung up in the rigging. And there's always the 'stepped on' factor -- if you're gonna ride bulls, you're gonna get hurt."

"Bull riders, like Mike Lee, strap themselves into the rigging pretty tight and hang on -- which puts a lot of jerking action on the wrist and shoulder and causes inflammation. If you can get the combination of circulating cold therapy and intermittent compression that Game Ready delivers immediately after the trauma, then you can minimize the swelling and therefore minimize the injury to the joint and surrounding tissues. In other words, you can live to ride again. Mike hasn't missed a week of competition since he started using Game Ready and that's after separating his shoulder twice," said Dr. Wooten.

How Game Ready Works

The Game Ready system consists of flexible wraps and a microprocessor-regulated control unit approximately the same size and weight as a home stereo component. The control unit has a reservoir, which is filled with ice and water. The appropriate wrap is simply secured firmly around the injured area. Next, treatment is customized by selecting one of four compression levels, a temperature range, and setting the internal timer. The form-fitting wrap provides deep-tissue cold therapy to rapidly remove heat from the injury site, alleviate pain, diminish inflammation and prevent further swelling. Simultaneously, Game Ready's intermittent compression applies pressure for two minutes and then releases for one minute. This cyclical compression aids lymphatic drainage by facilitating the evacuation of excess fluid from the area.

Wraps are available for the ankle, knee/thigh, lower back, shoulder, elbow and wrist. Game Ready also offers a cooling vest designed to lower the core body temperature of athletes, reducing the risk of heat exhaustion. Prices for the Game Ready Accelerated Recovery System range from \$2,225 for a unit and single wrap to \$4,550 for a complete professional system with eight wraps and \$5,300 with the wraps plus the cooling vest.

About Game Ready, Inc.

Based in Berkeley, Calif., Game Ready is a medical device manufacturer registered with the Food and Drug Administration. Game Ready was founded by a NASA collaborator who conducted pioneering research on controlling temperature and pressure in space suits. Working with athletes and doctors, Game Ready combined scientific research with sports medicine to create products that help athletes and active people recover faster from injury and perform at their best. The company's core line, the Game Ready Accelerated Recovery System, uses patented ergonomic wraps and an adjustable control unit to simultaneously provide cold therapy and intermittent compression.

For more information on Game Ready, please visit www.gameready.com.

More information on Mike Lee can be found on the Official Web Site of The Professional Bull Riders at www.pbr.com.

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