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World's First Hockey Helmet With MIPS Brain Protection System Announced

The Swedish brain protection brand, MIPS, announces TRUE Hockey as its first partner in the hockey helmet industry.

[MIPS](#), the world leader in brain protection systems within helmet safety, today announces its partnership with premier hockey brand TRUE and the development of the first MIPS-equipped hockey helmet, the Dynamic 9 Pro, slated for release later this year.

According to a 2015 research paper by [Hutchison et. al.](#), the most common body part initially contacted in a collision during an ice hockey game, is the player's head (at a rate of 68%), and 88% of concussions involved player-to-opponent contact as part of regular play, outside of fighting on the ice.

In an effort to account for these statistics, TRUE sought out MIPS' expertise, built on decades of neurological research and their successful transformation of the safety

culture in the cycling, snow, equestrian, and motorcycle markets. By partnering with MIPS to create the Dynamic 9 Pro helmet, TRUE is poised to build a safer environment for players around the world.

The MIPS brain protection system is designed to reduce the rotational motion transmitted to the brain from angled impacts to the head. Rotational motion affect the brain and increases the risk for both minor and severe brain injuries. MIPS' added protection system has been proven to reduce the rotational motion when implemented in a helmet by absorbing and redirecting energies and forces otherwise transmitted to the brain.

The all-new ultra lightweight Dynamic 9 Pro helmet offers personalized fit and the added protection of the MIPS Brain Protection System. TRUE will release additional details on the helmet at the time of commercial launch later this year.



“We are very excited about the partnership with TRUE and that we now have the possibility to bring increased safety to the world of hockey,” says Johan Thiel, CEO of MIPS. “This is a new category for us but a category that MIPS have been looking at for a long time. TRUE is a partner that shares our values and we are looking forward to the fall when the helmet will be released on the market.”

“The partnership with MIPS has been tremendous and with our innovation and development teams working closely together, we are now bringing game-changing technology into the hockey helmet space” says Jeremy Erspamer, CEO of TRUE Sports. “This product delivers upon the promise of TRUE Hockey to continue to introduce high-performance, innovative products

across all hockey equipment categories. We could not be more excited about the product and the technology and we look forward to a very successful product launch this Fall.”

The TRUE Dynamic 9 Pro MIPS helmet will be available starting in November 2019. Keep an eye out for more information at TRUE-Hockey.com

Media Contact:

Greg Fisher, TRUE Communications
greg@truecommunications.com
+1 707 495 3756 (US)

Marcus Lindgren, MIPS
marcus.lindgren@mipsprotection.com
+46 70 111 21 21 (EU)

About MIPS

MIPS specializes in helmet-based safety and protection of the brain. Based on an ingredient brand model, MIPS Brain Protection System (BPS) is sold to the global helmet industry. MIPS solutions are patented in all relevant markets and are based on more than 20 years of research and development together with the Royal Institute of Technology and the Karolinska University Hospital in Stockholm, Sweden. MIPS is the world leader in this field and cooperates with 78 helmet brands that offer 448 models equipped with MIPS BPS on the global helmet market.

The company's headquarters, with 29 employees in research and development, sales, marketing and administration is located in Stockholm together with the test facility. **For more information, visit www.mipsprotection.com**

About TRUE Hockey

For over 100 years, True Temper Sports has demonstrated a commitment to bringing transformational technologies to market. Whether it be in its longstanding dominance as the #1 shaft on the PGA tour or through one of its game changing product introductions in hockey and lacrosse, the True Temper Sports team has shown an unwavering determination to be #1 in everything we do.

The True Temper Hockey division was established in 2000 with the mission to bring the company's devotion to the highest quality materials, the strictest manufacturing processes and the best engineering minds to the ice. For fourteen years, other leading hockey brands hired True Temper Sports to design, engineer and manufacture over 2,000,000 composite sticks – sticks that showed up in the hands of countless NHL professionals and provided domination at every level of the game. In 2014, we made a company-altering decision to enter the consumer hockey market with the launch of our own consumer brand, and the TRUE hockey brand was born.

We've since emerged as the fastest growing brand in hockey, now competing in the stick, skate, protective, helmet and accessory categories, bringing superior product design, technology, and game changing performance to players all over the world. With full control of the product, from R&D to distribution, TRUE Hockey is driven by one simple philosophy: Innovation Never Stops. That's TRUE. **For more information, visit www.true-hockey.com**