



ARMADILLO[®]



PRESS RELEASE

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ARMADILLO AND PROFESSIONAL FOOTBALLERS ASSOCIATION ANNOUNCE COMMERCIAL AGREEMENT

Armadillo Sports Design Limited, who recently announced the launch of their breakthrough calf and Achilles Protector, are delighted to announce that they have signed a commercial agreement with the Professional Footballers Association (**PFA**).

Armadillo and the **PFA** will be working closely together on promoting this exciting product.

Mark Sims, Managing Director of **Armadillo**, commented:

*"We are delighted to have signed an agreement with the **PFA**. They are the body that represents the players interests and since we are dedicated to reducing the risk of injury on the football pitch through the provision of scientifically tested and proven protection equipment, we believe that we can work together to really help footballers of all ages and at every level."*

Gordon Taylor OBE Chief Executive of the **PFA**, commented:

*"We were impressed with the product from the first time we saw it. There is no doubt that it will help to reduce injuries to the back of leg and enable players to protect themselves, protect their skills and stay in the game for longer. We look forward to working with the team at **Armadillo** to make this product a part of every footballers kit"*

The new protector is already available on the **Armadillo** web site at www.armadillo-sports.com . The guard is sized to fit and priced from £9.99 - £14.99.

Ends

For further information and imagery to accompany this announcement please contact:

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