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**BIONIC™ NAMED OFFICIAL GLOVES OF  
CHURCHILL DOWNS® AND THE KENTUCKY DERBY®,  
GLOVES TO BE FEATURED ON BACKSTRECH DERBY WEEK**

LOUISVILLE, KY - The backstretch at Churchill Downs is always a beehive of activity and excitement during Kentucky Derby week. This year there'll be even more buzz as Louisville-based Hillerich & Bradsby Co.'s Bionic Glove division joins in the fun.

The ergonomically and anatomically designed and patented gloves from Louisville Slugger® are now The Official Gloves of Churchill Downs and the Kentucky Derby.

"This is huge news for Bionic Gloves, to be The Official Glove of one of the world's greatest sports venues, Churchill Downs, and one of the world's top sporting events, the Kentucky Derby," said Bill Clark, president of Hillerich & Bradsby Co.'s Bionic division. "It's even more special since we all have roots right here in Louisville, Kentucky."

"The Kentucky Derby, Churchill Downs and Hillerich & Bradsby are Kentucky-based brands that are known around the country and the world and we are very pleased to join this great Louisville-based company in this partnership," said Steve Sexton, president of Churchill Downs. "While there are many applications for this new product, we are most excited about the impact of Bionic Gloves throughout the horse industry, whether they're being used by a Kentucky Derby trainer or a recreational rider with one horse stabled in their back yard."

Bionic will have a presence on the backstretch where it will give workers, media, and visitors a chance to feel the Bionic Glove difference, including the Bionic Equestrian Glove specially designed to aid the hands of horseback riders of all kinds.

**PATENTED TECHNOLOGY FOR MANY APPLICATIONS**

Designed by leading orthopedic hand surgeon Dr. Jim Kleinert, Bionic Gloves are made for a wide variety of uses. In addition to equestrian sports, there are Bionic gloves specifically made for light gardening, heavy gardening, professional work, golf, dress/driving, and fitness activities like weightlifting and cycling.

These gloves join Bionic technology placed in hockey and baseball gloves used by professional athletes in the NHL and Major League Baseball. Many more Bionic Gloves for sports and recreation are under development by Hillerich & Bradsby.

Until Bionic, most gloves were simple pieces of leather, cloth, or a synthetic material cut with straight finger gussets. Most gloves didn't fit wearers well.

Independent studies show that gloves typically reduced grip strength and cause hands to tire. That's because cumbersome glove materials resist natural hand functions of pinching, gripping, and turning.

**But Bionic Gloves are different.** Bionic's supple, washable sheepskin leather and 15 different patented ergonomic and anatomical designs work in concert with the human hand. Together, they support hands and provide remarkable comfort. Wearers say Bionic Gloves, "fit like a second skin." Their snug yet flexible and comfortable fit support hands to keep them fresh, while also helping ward off blisters and calluses.

### WHY THEY WORK

Bionic's unique and patented three layers of relief padding, strategically placed around finger joints and on the palm, help off-load friction from bridles, tools, clubs, or other instruments held in the hand. These pads help Bionic Gloves provide incredible comfort and a stronger grip than other gloves.

Patented motion zones over knuckles and web zones between the fingers give Bionic wearers amazing flexibility and breathability.

### ARTHRITIS FOUNDATION EASE-OF-USE COMMENDATION

Bionic gloves are the first gloves to receive the **Arthritis Foundation's Ease-of-Use Commendation**. Independent testing for the Arthritis Foundation demonstrated that Bionic gardening and golf gloves can significantly improve strength in the hands of people with arthritis while helping reduce their pain. Users who tested Bionic gloves reported that they could perform better and with less pain while wearing the gloves compared to bare handed.

"Easy-to-use products can reduce stress on joints, and make everyday tasks easier for all people," said Dr. John H. Klippel, Arthritis Foundation president and CEO.

The result - ***Bionic Gloves can help people with arthritic hands return to doing the things they enjoy!***



### RAVE REVIEWS FOR BIONIC

Bionic gloves have been positively reviewed or written about in more than 200 publications and media venues.

"We were just named to The O List in the May issue of O, The Oprah Magazine," said Hillerich & Bradsby's Rick Redman. "We're very excited about that because the O list is very discriminate. O is inundated with product pitches, and the O List only selects the best of the best."

Other positive reviews of Bionic products include ones in the Wall Street Journal, Forbes, Fortune, Better Homes & Gardens, Town & Country, Metropolitan Home, Golf Digest, Sports Illustrated, USA Today Magazine, New York Times, L.A. Times, and Washington Post, as well as being featured on NBC's The Today Show, CNBC's "Power Lunch" and noted on ABC's Good Morning America as Rebecca Kolls "favorite glove."

### HOW TO GET BIONIC GLOVES

Bionic Golf Gloves are available online at [www.bionicgloves.com](http://www.bionicgloves.com) or by calling toll free to 1-877-5-BIONIC. The gloves are also available at selected retail outlets.

