



FOR IMMEDIATE RELEASE—October 7, 2008

Contact(s): Mike Brinich, Director of Communications, CSG/SportsCoatings

Office: 248-997-3270, Mobile: 586-703-6966, E-mail: mikeb@csggrp.com

Kevin Smith, Director of Wrestling, CSG/SportsCoatings

Office: 516-729-8241, E-mail: kevins@csggrp.com

Ben Askren Partners with CSG/SportsCoatings to Promote Education and Innovation in Wrestling

...Two-time national champ and Olympian stresses need for proactive measures...

Rochester Hills, MI...CSG/SportsCoatings, wrestling's leading provider of long-lasting antimicrobial products and services, today announced a partnership with two-time National Champion and Olympian Ben Askren that will help raise awareness about using educational programs and strict cleaning protocol to minimize skin infections in wrestling.

"If we want our sport [wrestling] to grow more, we've got to make sure that we educate everyone from the youth level on up to the college ranks about the measures they can take to help prevent the spread of skin infections," said Askren. "Wrestling is such a fantastic sport that teaches discipline, strategic thinking, physical fitness, problem solving, and creativity. I think it would be a shame if a generation of kids missed out on all those things because they associated wrestling with skin infection."

Askren, who won back-to-back national titles in 2006 and 2007 as a member of the University of Missouri wrestling team, will speak at coach's clinics across the country about the resources available to help minimize the spread of skin ailments among wrestlers. While at Missouri Askren was coached by Brian Smith, who is among a growing group of coaches that stress the importance of education and proactive cleaning and hygiene protocol.

"I see progress being made in education with the National Wrestling Coaches Association (NWCA)," said Smith, University of Missouri Head Wrestling Coach. "Knowledge about skin ailments give coaches the ability to make better decisions about keeping athletes off the mat."

Smith went on to stress the importance of taking the most proactive measures in properly maintaining mats, equipment and apparel.

"Our program has made a concerted effort to find the best products and procedures to keep our mats, weight equipment, locker rooms, and laundry clean," said Smith. "I believe in being proactive when trying to fix problems, instead of waiting for a serious accident to occur, and then put in the traffic light. What Ben is trying to do with CSG/SportsCoatings is important because coaches and athletes need to educate themselves on skin ailments and understand there are things we can do to continually improve in this area."

It is encouraging to see a growing number of coaches take extra precautions to safeguard their wrestlers from skin infection,” said Mike Moyer, Executive Director, National Wrestling Coaches Association.

CSG/SportsCoatings, the sports world’s leader in innovative and comprehensive antimicrobial solutions, provides wrestling programs with long-lasting products and services that kill illness-causing microorganisms, while continually inhibiting the growth of bacteria, mold and fungi for several years on any surface or fabric. Used by wrestling programs in the Big 12, ACC, Big Ten, and hundreds of high schools nationwide, CSG/SportsCoatings advanced products and services are just one part of a proactive attitude that Askren will be focusing on when he speaks to coaches and wrestlers.

“Making sure coaches and competitors can quickly identify any skin problem and then follow the right treatment programs is an important part of minimizing the spread of skin infections,” said Askren. “However, we need to make sure the athletes understand how important proper hygiene is, while the coaches and trainers use the latest products and procedures to proactively fight microbial growth on mats, weights, locker rooms and gear.”

A recent independent study conducted by the Comprehensive Athletic Training Center showed that treating surfaces and fabrics with CSG/SportsCoatings antimicrobial products can significantly reduce the spread of skin ailments when used in concert with a total hygiene program. The study also revealed their antimicrobial products play a key role in reducing problematic microorganisms in athletic environments.

“We have been working with great organizations such as the NWCA to support important educational programs in wrestling,” said Craig Andrews, Chief Executive Officer, CSG. “Supporting Ben in his effort to educate coaches and young wrestlers about the importance of minimizing skin infections is an initiative that our company is extremely proud to be a part of.”

Askren is scheduled to participate in coach’s clinics in Pennsylvania, Oregon, and California in the upcoming months. Specific dates and times will be available closer to the clinics, and more announcements are forthcoming as he confirms more events he will be a part of this season.

CSG/SportsCoatings is the nation’s leading provider of antimicrobial products, treatments, and services. A proud partner of the NWCA, the company offers a wide range of products and services that work 24/7 to inhibit the growth of a wide array of bacteria, mold and fungi on surfaces and fabrics for years. Call 516.729.8241 or visit www.csgrp.com to find out more about CSG/SportsCoatings and Askren’s schedule.

##