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## UNDER ARMOUR POWERS NFL SCOUTING COMBINE WITH ZEPHYR TECHNOLOGY

Annapolis, Maryland – Date: February 24, 2011 – [Under Armour](#) announced today the E39 shirt, powered by Zephyr Technology, will be used to measure the athletes participating in the [NFL Scouting Combine](#). “When we decided to create the E39 biometric compression shirt for some of the most talented athletes in the world to wear on one of the most important days of their lives, we were thrilled to partner with Zephyr because the technology has already been proven on the most demanding consumer of all--the U.S. Special Forces,” says Kevin Haley, Senior Vice President, Innovation, Under Armour.



Zephyr’s [Physiological Status Monitor \(PSM\)](#) technology is used by U.S. Special Forces, first responders, and consumers in the Connected Health arena to monitor vital sign information within the context of activity. “The NFL Scouting Combine is the perfect environment to demonstrate how Zephyr remotely measures physiology for fitness assessments, training and athletic performance before, during, and after an event. Zephyr proved the technology with the U.S. Special Forces and partnered with Under Armour to open broader market opportunities,” says Brian Russell, Zephyr’s CEO.

### About Zephyr Technology.

Zephyr Technology, [www.ZephyrAnywhere.com](http://www.ZephyrAnywhere.com), is a global leader in real-time physiological and biomechanical monitoring or "Physiological Status Monitoring" (PSM) solutions for Connected Health, Fitness and the Academic Research markets. Zephyr Technology leverages a world class team of engineers, scientists, physiologists and business experts.

Founded in 2003, Zephyr Technology has been a pioneer in the use of PSM in training and high stress operational environments. The company's ongoing collaboration with fire departments, NASA Ames Research Center, National Guard Civil Support Teams, and multiple US Special Forces has been invaluable in the development and validation of Zephyr's technology and its application in the most extreme operating environments to **Measure Life. . . Anywhere!**

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