



**Media Release**  
**5 July 2004**

**CogState Signs Deal with Major US Distributor of  
Sporting Equipment for its Concussion Test**

CogState Ltd (ASX: CGS) has signed a marketing partnership deal with a major US distributor of sporting equipment for its CogSport Concussion Management product. The distributor has a prolific distribution chain to US high schools, youth organisations, colleges and professional sports teams in all 50 States in the US.

For commercial reasons, details of the deal will be announced in the US to coincide with the start of the new school sports year in a few weeks. Details of the agreed terms will be provided to the market at that time.

CogState Ltd, through its CogSport division, already has a significant client list of elite sporting clubs and organizations including AFL, the US Olympic Ski Team and the UK Jockey Club.

**About CogSport**

CogSport is a rapid and accurate computer test to monitor an athlete's cognitive function. Using simple playing cards as stimuli, the test assesses psychomotor function, decision making, problem solving, memory and attention to give greater insight into the athlete's well-being and recovery post-concussion.

CogState gives Sports Physicians, Medical Practitioners, Club Doctors, Coaches, Trainers and Club Administration a definitive and objective measure of the athlete's cognitive function.

By taking baseline data using their computerised tests, coaches and parents can then retest following injury – to help guide medical decisions about return to work/play/training after concussion in addition to monitoring rehabilitation from concussion or head injury. Not returning to play before full recovery from a concussion may also prevent Second Impact Syndrome (which some experts believe may cause permanent brain damage).

The estimated annual incidence of sports related concussion is approximately 300,000 in the US and 50,000 in Australia. High risk sports include Ice Hockey, American Football, Riding, Australian Football, Rugby and potentially, Soccer.



#### About CogState

CogState Ltd is a Melbourne based biotechnology company which listed on the ASX earlier this year. CogState specialises in computerised technology for the detection of neurological problems in four markets: concussion, clinical trials for pharmaceutical companies, occupational health and the early detection of Alzheimer's disease.

For further information please contact Dr Peter Bick (Chief Executive Officer) or Brad O'Connor (Chief Financial Officer) on 03 9349 1300.

COGSTATE LTD  
51 LEICESTER STREET, CALTON, VIC, 3053  
PHONE: +613 9349 1300 FAX: +613 9348 2689  
ABN 80 090 975 723