



## **ASX Announcement**

Melbourne, Friday 1 July 2011

### **Toyota Announces Sponsorship of Axon Sports Roll-Out in Australia**

*CogState Ltd (ASX:CGS)* today announced that Toyota will sponsor a new initiative that will lead the way in making Australia Rules football safer for footballers at a grassroots level. Toyota will provide the same CogState concussion testing used by AFL clubs to over 25,000 grassroots footballers as part of the Toyota Good for Footy program.

Toyota will be working closely with Axon Sports – the exclusive concussion management system of the AFL – to roll-out baseline concussion testing to more than 130 clubs in the Toyota Good for Footy program.

Toyota Senior Executive Director, Sales & Marketing, David Buttner said, “Supporting the game we all love is a priority for Toyota and Toyota Dealers across Victoria, Southern New South Wales and Tasmania. Supporting the game we love also means keeping it safe. Providing concussion management testing to young players along with much-needed financial support reflects our commitment to safety and continuous improvement in all that Toyota does.”

### **Toyota Good For Footy**

The Toyota Dealers in Victoria, Southern New South Wales and Tasmania came up with the Good for Footy Program six years ago to support local football clubs in their area.

Toyota Dealers donate over \$330,000 to grassroots football clubs each year and by the end of the 2011 season the Toyota GFF program will have donated more than \$2 million to grassroots clubs in Victoria, Southern New South Wales and Tasmania.

Over 130 local football clubs benefit from Toyota Dealer support through the Good for Footy program that reaches more than 25,000 players.

The necessary funds the Toyota Dealers donate go towards helping improve grounds, fund renovations of clubrooms and purchase equipment, uniforms and medical supplies.



To highlight Toyota's commitment to safety, click on the below link to view a project Toyota has been working on with the NFL.

<http://www.toyota.com/ideas-for-good/ideas-made-real/football.html>

### **Axon Sports**

Axon Sports is the exclusive concussion management system of the AFL.

Axon Sports is a quick and efficient web-based tool that can assist doctors in facilitating the safe return of athletes to the field following a concussion. The test is invaluable for the management of all concussed athletes, whether they are professional or amateur.

The Axon Sports test allows an athlete to establish Baseline or "snapshot" of their brains' speed and accuracy by completing four simple tasks. Repeating the same tasks after Injury identifies any cognitive changes from the Baseline performance. This helps indicate whether the brain has fully recovered from the brain injury and when it is safe for athletes to return to play.

The Axon Sports system has been specifically designed to enable use within the community at amateur levels. The Axon Sports system utilizes technology developed here in Melbourne by CogState. That same CogState technology has been used by a number of AFL club doctors for over 5 years to help with the management of concussion and this year has been adopted by the AFL Medical Officers Association as part of their revised concussion management practices.

To perform an Axon Sports demo cognitive test, visit the Axon Sports website below and then click on the top right hand box - PREVIEW AN AXON SPORTS SAMPLE TEST

<http://www.axonsports.com/>



### ***About CogState***

*CogState Ltd (ASX: CGS) specialises in the development and commercialisation of rapid, computerised tests of cognition (brain function). To date, CogState has commercialised its technology in two markets – clinical drug trials and concussion management in sport.*

*In the clinical drug trial market, CogState technology and associated services are used by pharmaceutical and biotechnology companies to quantify the effect of drugs or other interventions on human subjects participating in clinical trials. Since sales into the clinical trials market began in 2004, CogState has secured agreements with top pharmaceutical companies including Pfizer, AstraZeneca, GlaxoSmithKline, Merck, Johnson & Johnson, Novartis, Lundbeck, Dainippon Sumitomo, Otsuka, Servier.*

*In the area of sports related concussion, CogState's technology has been used by a number of highly regarded institutions and sporting organisations around the world for almost 10 years. Current users include, University of Notre Dame, University of Michigan, English Rugby League, English Jockey Club, and a number of national and international Rugby League and Rugby Union clubs. In Australia, both the AFL and NRL have mandated computerised cognitive testing, using CogState.*

*Axon Sports is a joint venture established by CogState to market CogState's concussion management technology. CogState owns 50% of the issued capital of Axon Sport LLC.*

[www.cogstate.com](http://www.cogstate.com)

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