

Arthrex Inc. Enters Into Partnership with NBC Sports to Provide Educational Animations

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NAPLES, FL – October 4, 2016 – Arthrex has entered into a partnership with NBC Sports to provide specially-created custom animations of orthopaedic human anatomy for use during NBC's *Sunday Night Football* and *Thursday Night Football* telecasts during the 2016 NFL season. Arthrex's internationally-recognized animations are used to help educate viewers during discussions of player injuries.

"Our partnership with NBC Sports provides a significant platform to further educate the general public about orthopaedic injuries," said Sr. Director of Corporate Communications Dennis O'Keefe. "It's also an opportunity to introduce viewers to [OrthoIllustrated](#), an Arthrex website dedicated to patient education."

"We are utilizing Arthrex's custom animations to inform and educate fans as they watch our game broadcasts," said Fred Gaudelli, Executive Producer of NBC's *Sunday Night Football* and *Thursday Night Football*.

In addition to its animations airing during telecasts, Arthrex also has a presence on NBC's [Sunday Night Football All Access](#) website throughout the 2016 NFL season, directing viewers to [OrthoIllustrated.com](#), where they can access educational and Surgeon Finder resources. Viewers can also share animations through OrthoIllustrated's [Facebook](#), [Twitter](#) and [YouTube](#) sites.

Arthrex produces hundreds of educational animations in-house each year to educate surgeons on the safe and effective use of its products and techniques. Those same animations, combined with patient-friendly descriptions, are featured on [OrthoIllustrated.com](#), a platform for patients to learn more about the least invasive treatment options for common sports injuries and arthritis. Patients visiting [OrthoIllustrated.com](#) can also use a special Surgeon Finder to locate surgeons who perform specific procedures in their area or around the globe.

About Arthrex

Arthrex Inc., headquartered in Naples, FL, is a global leader in orthopaedic product development and medical education for orthopaedic surgeons. More than 10,000 products for arthroscopic and minimally invasive orthopaedic surgical procedures have been developed by Arthrex and are currently marketed worldwide. For more information, visit [www.Arthrex.com](#) and [www.OrthoIllustrated.com](#).

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