

## Arthrex Inc. in Second Year of NBC Sports Partnership to Provide Educational Animations

FOR IMMEDIATE RELEASE

NAPLES, FL – October 26, 2017 – Arthrex is now in its second year of a partnership with NBC Sports to provide specially-created custom animations of orthopedic human anatomy for use during NBC's [Sunday Night Football](#) and [Thursday Night Football](#) telecasts during the 2017 NFL season. Arthrex's internationally-recognized animations are not only used to educate surgeons worldwide, they are also used to help educate viewers during discussions of player injuries.

Most recently, [the animations were used in a discussion](#) of Houston Texans Defensive End J.J. Watt's season ending leg injury, which he sustained during the Sunday, Oct. 8, game against the Kansas City Chiefs.

"With this ongoing partnership, we have a significant platform to further educate the public about orthopedic injuries," said Sr. Director of Corporate Communications Dennis O'Keefe. "Our world-class animations can help fans understand and visualize the anatomy, making sports medicine relatable."

"We're pleased to work for a second season with Arthrex, which has provided high-quality, custom animations that have helped us provide fans with a unique perspective," said Fred Gaudelli, executive producer of NBC's [Sunday Night Football](#) and [Thursday Night Football](#).

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 orthopedic product development and medical education for orthopedic surgeons. More than 11,000 products for arthroscopic and minimally invasive orthopedic surgical procedures have been developed by Arthrex and are currently marketed worldwide. For more information, visit [Arthrex.com](#) and [OrthoIllustrated.com](#).

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