Eagles QB Vick corrals another endorsement deal

The Associated Press

The endorsements keep on coming for Eagles quarterback Michael Vick.

On Wednesday, Vick, who signed with Nike Inc. earlier this month, became an equity partner in Double Eagle Holdings, Ltd., the parent company of Fuse Science, Inc. And as part of the agreement, Vick will endorse Fuse Science and its line of sports nutrition vitamins and minerals.

"Fuse Science has game-changing technology and an incredible team of scientists and business leaders to bring it to market," Vick said. "I believe these products will revolutionize how athletes provide their bodies with nutrients and medicines, changing what we have come to accept as normal."

Vick, who led Philadelphia to an NFC East title last season, signed his first endorsement after being released from prison on Jan. 27 with Unequal Technologies, a company that produces football pads. And then on July 1, he returned to Nike, a company that had previously dropped him.

"He's a changed man," Fuse Science CEO Adam Adler told The Associated Press. "As part of that change, he's becoming a business man and not just a football player.

"He's the hungriest athlete, he's the best athlete in any sport and it was a no-brainer to bring Michael in and build around him."

Vick was the AP Comeback Player of the Year last season after having the best all-around year of his career. He started for the NFC in the Pro Bowl and was designated the franchise player by the Eagles before the NFL lockout.

Vick's image has dramatically turned around since his release from federal prison in July 2009 after serving 18 months for dogfighting charges. He's won over many fans, and is a well-respected team leader on the Eagles.

Companies have noticed Vick's rejuvenation, and are turning to him once again to sell their products.

"Michael wants to partner with a select group of companies," said Andrew Stroth, the Chicago-based attorney who negotiated Vick's deal. "Fuse Science has game-changing technology and is a good strategic fit with Michael's brand."

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