



stella mccartney

Sport & fashion heading for the next U.S. Open final

– Caroline Wozniacki to wear new adidas by Stella McCartney fall/winter 2010 tennis dress –

Herzogenaurach, August 2010 – This week the world-class tennis talent Caroline Wozniacki is wearing her new U.S. Open tennis dress at Flushing Meadows, New York. The Danish top five athlete has already played more than 10 tournaments in 2010 and started the year as the successful No. 4 in the world.

Since the U.S. Open in 2009 Caroline has been the exclusive face of the adidas by Stella McCartney tennis collection. She made it straight to the finals of the last Grand Slam Tournament of the year where she proved to be a real star, playing in the distinctive Sport Performance collection. "It's been one year now I am playing in the adidas by Stella McCartney collection and I made it from No. 8 to No. 3 in the world. I am proud to be able to be so successful and stylish on court. Women's competition is all about the look, and being able to be dressed by Stella I am always one step ahead of the other girls on court," says Caroline Wozniacki.

"I love working with Caroline. It's incredibly exciting that she is such a talented tennis player. She really appreciates the design and the work that goes into her tennis outfits and I think it is really reflected on court, the atmosphere of the collaboration and the energy that she has. And I know from her that she likes looking good and she feels that it makes her play harder and better and that I am very proud to be part of." says Stella McCartney.

The tennis collection continues the body-con theme of the spring/summer 2010 season. Key silhouettes are inspired by feminine dresses, lingerie and corsetry, mixing the fragility of lace and the modernity of sportswear. Cuts are elegant and tight-fitted with a fashionable functionality through CLIMALITE® materials keeping your body dry by drawing sweat away from your skin.

In the singles competition Caroline is performing in the tennis Performance Dress (Art. no. 0096319) in dark slate, featuring the adidas CLIMALITE® technology, the tennis Performance Hot Pant (Art no. 009614) and Bra Top (Art. no. 009612) in neon yellow and the white Core Image Jacket (Art. no. 009608). She will also wear the white 100% organic cotton Visor (Art. no. 009498) and the Chalcedon tennis shoe in white and neon (Art. no. G16515). The shoe is based on the renowned adidas Barricade V tooling which provides the perfect mix of midfoot stability, flexibility and cushioning for maximum comfort. In

Information

the Ready to Dance bag (Art. no. E41445) Caroline brings along her personal belongings and lucky charms. During the doubles competition Caroline is wearing the tennis Performance Tank (Art. no. 009623) in neon yellow and the tennis Performance Skirt (Art. no. 009627) in dark slate, the Visor in white (Art. no. 009498) and the Studio Spring Hoodie (Art. no. 009664) in white.

The fall/winter 2010 collection hits retail in around 633 stores from July 2010, including high-end department stores – such as Lane Crawford, Isetan, Harrods and Nordstrom – as well as adidas Sport Performance and Stella McCartney stores, leading e-retailers and selected sports retailers globally. Tennis apparel prices range from around 45 Euro for the tennis Performance Bra Top and Performance Hot Pant, 60 Euro for the tennis Performance Tank, 65 Euro for the tennis Performance Skirt up to 120 Euro for the tennis Performance Dress. The Chalcedon tennis shoe retails at a price of 130 Euro, the tennis Wristband for 12 Euro.

- Ends -

Notes to Editors...

Successfully grown since 2005, the adidas by Stella McCartney collaboration was launched with a spring/summer collection in February 2005 and remains a unique concept for women. The collection remains deeply rooted in sport and continues to re-define and challenge traditional sport silhouettes. The highly functional sports range consists of apparel, footwear and accessory pieces in Golf, Running, Gym Dance, Gym Yoga, Gym Studio, Tennis, Swim and Wintersports fusing style with top-level technology for maximum performance: The highlight technologies are FORMOTION™ and CLIMA365 within apparel and the women's specific running technology in the Supernova Glide and Barricade V within footwear.

CLIMALITE® is a light and breathable fabric that works to keep you cool by conducting heat and sweat away through a combination of heat- and moisture-dissipating materials and three-dimensional design. The special fabric pulls sweat away from the skin to the outer fabric face for quick evaporation, enhancing the body's natural temperature regulation, keeping you cooler, drier and more comfortable.

BARRICADE V is adidas' biggest selling tennis shoe and provides unbeatable stability on court for all players on a wide range of surfaces. Featuring adiWEAR® – a durable, non-marking rubber – the Barricade avoids early wear and tear, essential for both practice and matches. The TORSION® System technology provides the perfect mix of midfoot stability and flexibility, while adiPRENE® cushioning ensures maximum comfort during even the longest of rallies.

adidas Player Development Program

The adidas Player Development Program was created in 2006 to address the individual needs of both junior and professional tennis players. The service offers a unique mix of advice and support, from coaching and fitness training

Information

through to hitting partners, nutritional advice and career management plans to nurture adidas Tennis talent over the coming years. Caroline Wozniacki, Fernando Verdasco, Sania Mirza, Grigor Dimitrov, Laura Robson, Raluca Olaru and Sorana Cirstea are some of the players currently participating in the program, which does not replace their own personal trainers but instead gives them an extra helping hand to build a career. Over 30 additional players including Ana Ivanovic and Dinara Safina, have used this free service at various stages in the past three years. Caroline Wozniacki has been part of the adidas Player Development Program since 2007.

The adidas by Stella McCartney range is part of the adidas Sport Performance division. adidas is a leader in tennis footwear and apparel supplying, in the past, legendary players such as Ilie Nastase, Rod Laver, Stan Smith, Ivan Lendl, Stefan Edberg, Andre Agassi, Steffi Graf and Justine Henin with the best sportswear for their needs. Now, Ana Ivanovic, Fernando Verdasco, Dinara Safina, Jo-Wilfried Tsonga and Fernando Gonzalez, to name a few, benefit from the best technology and innovation in both adidas footwear and apparel allowing them to prepare for their on-court challenges.

Note: adidas offers products out of two different divisions: Sport Performance (leading technologies), Sport Style (Fashion Group and Originals). The adidas by Stella McCartney range is part of the adidas Sport Performance division.

For further information please contact:

adidas Global Public Relations

Melanie Steiner

Tel.: +49 9132 84 4869

E-mail: melanie.steiner@adidas.com