



ADIDAS MAKES ATHLETES FASTER WITH LIGHTEST CLEAT IN FOOTBALL

Revolutionary 6.9 oz. adiZero 5-Star Cleat Hits Stores Friday

PORTLAND, Ore. – MARCH 31, 2011 – adidas' new adiZero 5-Star, the lightest cleat in football, makes its long anticipated arrival in stores on Friday, April 1. At 6.9 ounces, the new adidas cleat is three ounces lighter than the nearest competitor and is designed to help make the fastest football players even faster.

Buffalo Bills running back C.J. Spiller along with the top high school football players in the country at the U.S. Army All-American Bowl in San Antonio, debuted the adiZero 5-Star in early January to rousing results.

"The adiZero 5-Star is the lightest cleat I've ever worn and no doubt it makes me faster on the field," said Spiller. "The adiZero 5-Star is so light that it feels like I'm not even wearing a cleat. It gives me the support I need to make quick cuts and start and stop on a dime on any playing surface."

The adiZero 5-Star features a revolutionary single-layer synthetic upper called SPRINTSKIN and a sprint frame base, which significantly reduces the weight of the shoe while providing the perfect balance between lightweight construction and increased support. Internal TPU support bands offer increased stability for quick cuts and changes of direction on the field. New triangular-shaped cleats provide players with maximum acceleration and traction.

Continuing momentum leading up to the April 1 retail launch, the adiZero 5-Star was on display in February as the NFL prospects in Indianapolis who ran the fastest 40-yard-dash times at each position, all wore the lightweight cleat.

Further building their football roster, adidas recently announced partnerships with five of the fastest NFL prospects including defensive back Prince Amukamara of Nebraska, running back DeMarco Murray of Oklahoma, wide receiver Titus Young of Boise State, tight end Kyle Rudolph of Notre Dame and wide receiver Jerrel Jernigan of Troy.

"adidas created the lightest cleat in football to help players at all levels be faster on the field," said Mark Daniels, head of football for adidas. "Whether you are a high school star playing on Friday nights, a pro prospect working out for scouts or a NFL Pro Bowler hitting the gridiron on Sundays, the adiZero 5-Star will make you a faster player."

Youth football players first experienced playing in the adiZero 5-Star cleat in early January at the U.S. Army All-American Bowl in San Antonio. As the exclusive footwear, compression apparel and glove supplier of the bowl game, adidas provided the U.S. Army All-Americans and Eastbay Youth All-American Bowl participants with adiZero 5-Star cleats, TECHFIT compression apparel and the new adiZero football gloves.

"The feedback we received from the U.S. Army All-Americans and Eastbay Youth All-Americans was incredible," said Daniels. "The athletes couldn't believe how lightweight and supportive the adiZero 5-Star felt. After wearing the adiZero 5-Star in practice and during competition, the players' speed, agility and quickness were taken to entirely new levels."



The adiZero 5-Star will be available for \$100 in 15 colorways at Eastbay, Dick's Sporting Goods, www.shopadidas.com and adidas team dealers. Football players and fans can visit www.facebook.com/adidasfootballUS for more information.

adidas Football develops high-performance and lightweight football cleats, apparel and accessories for some of the greatest players and teams in the game including more than 70 collegiate football programs. adidas is a global designer and developer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world.

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