



ADIDAS UNVEILS MICHIGAN AND NOTRE DAME RETRO FOOTBALL UNIFORMS FOR “UNDER THE LIGHTS” GAME ON SEPTEMBER 10

Wolverines and Irish to Wear Special Jerseys for First Night Game at the Big House

PORTLAND, Ore. – June 10, 2011 – adidas today unveiled retro-style football uniforms for the University of Michigan and University of Notre Dame to wear on Sept. 10, 2011, to celebrate the first night game ever played at Michigan Stadium.

This will be the first prime-time meeting between the Wolverines and Irish since a 1990 matchup of top-five teams in South Bend. ESPN will broadcast the game nationally at 8 p.m. EDT.

“We are excited about playing in this intense rivalry, and this historic night game provides an opportunity to wear a retro-looking uniform that pays homage to our rich history,” said Michigan head football coach Brady Hoke. “Our players like the throwback uniforms and it will be something that is exciting for the fans.”

Highlighting a fusion of uniform design elements from different eras of Michigan football, the Wolverines’ “Under the Lights” adidas jersey features a large block M on the chest, player numbers above the heart, repeating striped sleeves and a quilting stitch design on the letters and numbers. Player numbers also appear on Michigan’s famous winged helmet for the first time since the late 1960s. To celebrate the Wolverines’ rich football history, “132 Years of Championship Football” is stitched on the inside collar and the years that Michigan won the National Championship are featured on the inside bottom hem of the jersey.

“We are happy to partner with adidas to help commemorate the first night game at Michigan Stadium with new uniforms,” said Notre Dame head football coach Brian Kelly. “It seems fitting that the two schools with the two best winning percentages in college football play in this historic game. I know our players are looking forward to the contest and both teams’ new uniforms will only add to the excitement in the Big House on September 10.”

Paying homage to the rich football tradition of Notre Dame football, the Irish “Under the Lights” adidas uniform includes a white jersey with Kelly green lettering and two Kelly green shoulder stripes, old gold-colored pants, white socks with green stripes and white shoes. A large shamrock logo appears on the traditional gold helmet for the first time since the early 1960s. The years the Irish won National Championships are listed inside the bottom hem of the jersey.

“We wanted to celebrate the long-standing heritage between two of the most successful programs in college football history for this special Under the Lights game,” said Jon Yuska, director of sports licensing design, adidas. “Michigan and Notre Dame’s jerseys are two of the most iconic in all of sports and these new vintage-inspired uniforms highlight design cues from throughout the schools’ rich football traditions.”

Fans can purchase the Michigan and Notre Dame retro jerseys starting Aug. 1 for \$80. Later this summer, adidas will launch an “Under the Lights” fan collection – including retro style t-shirts, hats, jackets and



sweatshirts featuring a vintage feel and design inspired by Michigan and Notre Dame football history and their long-standing rivalry.

Football fans can visit www.facebook.com/adidasfootballUS for more information, photos and videos of the "Under the Lights" uniforms.

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