



ADIDAS LAUNCHES REVOLUTIONARY COMPRESSION APPAREL TO HELP ATHLETES RECOVER FASTER

PORTLAND, Ore. – August 1, 2011 – adidas today launches new adidas Recovery compression apparel and accessories to help athletes recover faster and return to their highest level of performance sooner.

“Preparation and recovery are two fundamental components of an athlete’s training program that can be the difference maker when it comes to game day,” said Mark Colin-Thome, head of training for adidas America. “Recovery is essential to helping athletes get back to their peak performance quicker so they can compete at their highest level game after game and season after season.”

Helping to increase athletes’ muscle recovery process and delay fatigue, adidas Recovery features strategically placed compression zones on core muscle groups that promote circulation and increase the displacement of lactic acid, the leading cause of muscle fatigue.

“Recovery is the limiting factor to elite performance,” said Athletes’ Performance Founder Mark Verstegen. “The quality of an athletes’ recovery window, the last second of intense competition or practice until the start of the next workout, directly effects their immediate and sustainable competitive advantage. Wearing adidas Recovery immediately following a workout or competition helps reduce muscle fatigue and soreness by increasing blood flow and delivering more oxygen to muscles.”

adidas Recovery includes men’s long and short sleeve tops, men’s long and short tights, arm and calf sleeves and socks. The tops are developed with a unique sleeve construction allowing athletes to move freely without the shirt shifting on the athlete’s body. A 3D engineered pattern is used to optimize fit and comfort during 360-degree movements. adidas Recovery apparel for women will be available in 2012.

adidas Recovery provides maximum comfort and durability with seams made of a special soft thread that reduces friction during wear. adidas ClimaCool ventilated technology helps keep athletes cool and dry through air vents and moisture management material.

adidas Recovery is available at Dick’s Sporting Goods, www.DicksSportingGoods.com, www.Eastbay.com and www.shopadidas.com for \$60 (long-sleeve tops), \$50 (short-sleeve tops), \$65 (long tights), \$65 (short tights) and \$30 (arm sleeves, calf sleeves and socks).

adidas develops high performance apparel and footwear that help athletes train, prepare for and recover from their sport. 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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For more information visit <http://news.adidas.com> or contact:

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