



ADIDAS UNVEILS NEW BAREFOOT TRAINING SHOE

NEW YORK/PORTLAND, Ore. – adidas today unveils the new adipure Trainer, the first barefoot training shoe designed specifically for the gym. Helping to promote pure and natural movement by harnessing the body’s natural mechanics, the adipure Trainer helps to activate and strengthen muscles and helps build balance and promote dexterity.

“A lot of engineering went into making your foot a high performance machine,” said Mark Verstegen, founder of Athletes’ Performance. “To achieve your full potential during a workout, focus on how your foot interacts with the ground in the same way you think about how your hand interacts with a ball or a bat. Using your foot’s natural power and movement will help you strengthen muscles you never knew you had in your feet, lower legs and throughout your core.”

Featuring an independent toe separation design and a quarter-inch minimalistic profile, the adipure Trainer allows your foot to be close to the ground to help achieve optimal speed, balance and agility during a workout.

“My feet are able to move naturally in all directions and I can work muscles from my toes all the way to my calves,” said U.S. women’s national soccer team midfielder Heather O’Reilly when testing out the new adipure Trainer. “The adipure helps me improve my balance and increase my foot and leg strength to help me play a full 90 minutes at my highest level.”

“When I tested out the adipure I could immediately feel the muscles in my feet and legs were getting a different kind of workout,” said New York Giants rookie wide receiver Jerrel Jernigan. “Every advantage I can get in the gym to better prepare for the season will pay off on the field.”

The barefoot-shaped construction of the adipure Trainer mimics the foot’s anatomy creating a natural-feeling shoe that still helps protect the skin and provide traction and durability.

“The adipure Trainer is for athletes who want to maximize their workout in the gym to get better for game day,” said David Baxter, adidas America vice president of sport performance. “In almost every sport, your foot is the first part of your body to absorb impact or get you moving, so it’s crucial for your feet to provide balance, flexibility and strength. This piece of equipment is designed to help athletes strengthen their feet and lower legs while still providing comfort and protection during their strength training and conditioning workouts.”

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Available this November for \$90 in four colorways for men and two colorways for women, athletes can find the adipure at Dick's Sporting Goods, Foot Locker, Sports Authority and shopadidas.com.

adidas develops high performance apparel and footwear to help athletes train, compete, prepare for and recover from their sport. For more information visit www.adidas.com.

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