

adidas tennis launches barricade 7.0

Iconic tennis shoe is back with a female counterpart

Portland, Ore. – November 2011 – For the first time, adidas Tennis launches two versions of its iconic Barricade shoe: the men's version weighs 1.06 ounces less than its predecessor without sacrificing the traditional values of stability, durability and comfort. The new women's version of the barricade 7.0 features even more subtle design and technologies and weighs only 10.4 ounces.

Andy Murray and Andrea Petkovic, two of adidas' most powerful players, rely on the barricade 7.0 to strengthen their game. "In my rehabilitation from a torn ACL I had to work on my leg strength and stability. It showed me how important stability is for a powerful game," explains Andrea Petkovic, "The barricade gives me the stability I need."

More than ever before, adidas collaborated with elite players in the development of the shoe, from the initial briefing to the final sample. "Over a period of more than 18 months we tested the shoe with more than 30 professional and semi-professional players. Our product testing department spent roughly 2,500 hours with athletes to make sure the shoe is the best barricade ever," says Graham Williamson, adidas vice president of business unit tennis. "When we showed the final samples to our players they were reluctant to give them back and wanted to play in them immediately,"

The hallmark barricade claws and a specially constructed chassis make the barricade 7.0 one of the most stable shoes in the market. The SPRINTWEB and adiPRENE[®]+ technologies ensure flexibility, cushioning and comfort in the forefoot area.

The women's barricade 7.0 caters to female athletes' specific needs with a more elegant design, a softer forefoot flex and reduced weight. This is achieved through reduced technology and softer materials in the forefoot area

Andy Murray will pre-launch the barricade 7.0 for the first time during the ATP Masters Final in London. The barricade 7.0 will retail globally for \$140 (Men's) and \$130 (Women's) worldwide starting in November 2011.

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