



FOR IMMEDIATE RELEASE

## **ADIDAS ANNOUNCES MULTIPLATFORM RUGBY PARTNERSHIP**

**PORTLAND, Ore. – December 5, 2011** – adidas today announced a multiplatform partnership agreement with USA Sevens LLC, the owner and operator of premier rugby tournaments in North America, and its rugby combine and recruitment company, American Rugby Management Group (ARMG).

“It’s a unique time for rugby here in the U.S. with more young athletes playing the sport than ever before,” said Antonio Zea, director of soccer and rugby at adidas America. “We’re proud to support the development of the game with high school initiatives, collegiate programs and elite tournaments.”

As part of the new partnership, adidas is the title sponsor for the newly launched Collegiate Recruitment and Combine Program (CRCP), a groundbreaking initiative providing college coaches statistical performance data from athletes across the country.

In addition to becoming the title sponsor of the CRCP, adidas will be an official sponsor and supplier of the USA Sevens rugby tournament held annually in Las Vegas, the fifth stop on the HSBC Sevens World Series tour.

“adidas clearly has made a commitment to the rapidly developing rugby movement in the United States”, said Ray Peterson, President of AMRG. “Their investment in this youth rugby initiative demonstrates their vision and awareness of this emerging market segment within the fastest growing sport in the US”.

For additional details about the Collegiate Recruitment and Combine Program or to register, visit <http://rugbyrecruiting.com/>.

### **About adidas**

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. As innovation and design leaders, adidas engineers the best in high-performance products to help athletes of all levels reach their full potential.

### **About ARMG**

American Rugby Management Group, a USA Sevens LLC company, was created to develop new grassroots programs for Youth, High School and Collegiate rugby players, coaches and parents. The primary intent is provide tools and programs for the emerging sport that have proven successful with other emerging sports in the United States, and that have intrinsic value to participants at the Youth, High school and collegiate levels. The Collegiate Recruitment and Combine Program (CRCP) is the first program of a series of initiatives that will be developed by ARMG.

### **About USA Sevens**

USA Sevens LLC owns and operates the USA Sevens Rugby Tournament under an exclusive commercial license from USA Rugby. Held annually, the event is the fifth of nine stops on the international HSBC Sevens World Series world tour. The USA Sevens Rugby Tournament is the largest rugby event in North America, as well as the largest rugby event ever to be held in the USA. USA Sevens LLC is a division of American International Media, a company whose business activities include: the USA Sevens tournament in Las Vegas; the Collegiate Rugby Championship, a new rugby sevens event created with NBC Sports to promote the growth of Rugby in America; and its media holdings RUGBY magazine, usasevens.com, and RUGBYmag.com.

For more information media can visit <http://news.adidas.com/US> or contact:

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