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ESPN Consumer Products Announces BCS Apparel Line

Apparel and Headwear by adidas for All Ten BCS Bowl Teams Available In Store and Online

ESPN Consumer Products introduces *ESPN Bowl Championship Apparel by adidas*: apparel and headwear that bring the tradition and excellence of the Bowl Championship Series to life. The collection features men's and women's tees, fleece, hoodies and headwear for all BCS bowl participants as well as a Championship graphic for the five bowl winners. Headwear and apparel will be available for the following schools:

- Alabama
- LSU
- Wisconsin
- Oregon
- Stanford
- Oklahoma State
- West Virginia
- Clemson
- Michigan
- Virginia Tech

"With the recent announcement of the Bowl Championship Series participants, ESPN and adidas want to give fans a new and stylish way to represent their team," says Matt Novoselsky, Licensing Director ESPN Consumer Products. "It's an honor for a college football program to be chosen as part of the BCS, and so the *ESPN Bowl Championship Apparel by adidas* line will be a unique way for college football fans to celebrate their team's achievement."

The *ESPN Bowl Championship Apparel by adidas* collection will be available at select Dick's Sporting Goods, Hibbett's, Kohl's and online at ESPNShop.com, FansEdge.com and FootballFanatics.com.

About ESPN Consumer Products

ESPN Consumer Products enhance the experience of sports fans of all ages through innovative and high-quality products. ESPN Consumer Products oversees the development of product lines under the ESPN family of brands designed for the sports fans and enthusiasts. Product lines include X Games and lifestyle branded apparel and headwear, sporting goods, personalized photo products and sports toys.

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. For more information visit www.adidas.com.

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