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**WISCONSIN UNVEILS SPECIAL EDITION**

**ADIDAS FOOTBALL UNIFORMS FOR ROSE BOWL**

**PASADENA, Calif. – December 30, 2011 –** Today, the University of Wisconsin unveiled special edition adidas football uniforms that the Badgers will wear for the 98th annual Rose Bowl Game on January 2, 2012.

The Badgers’ new look is inspired by the tradition of the Rose Bowl and the school’s back-to-back trips to Pasadena. The white and red uniform features a “Battle Rose” design, including rose petal graphics within the jersey numbers, motion W helmet logo and stripes, adidas TechFit compression base layer and adizero gloves.

“We are very excited to partner with adidas on this new look,” said Wisconsin head coach Bret Bielema. “I think the subtle changes we have made truly highlight the tradition of the Rose Bowl while maintaining our classic look. I think the look is something our fans will really embrace and I would like to thank adidas for coming up with something that is unique to Wisconsin and the Rose Bowl.”

“Wisconsin football has one of the most iconic looks in college football and to celebrate their back-to-back appearances in the Rose Bowl, our team wanted to create a special uniform for this year’s BCS bowl game,” said Mark Daniels, director of football for adidas. “Wisconsin has a rich football heritage and the Badgers’ traditional look and their Rose Bowl history are celebrated in the special edition uniform.”

The Badgers’ adidas TechFit baselayer features the “Battle Rose” Motion W logo on the left bicep and “On, Wisconsin!” and “Back-to-Back” on the chest, celebrating the school’s fight song and return to Pasadena for the second year in a row.

Wisconsin’s adizero gloves include the “Battle Rose” Motion W logo on the palm with additional rose petals in the background. The Badgers will also wear two new lightweight adidas football cleats, the adizero Smoke and Malice 2 Fly, both hitting stores in 2012.

Badgers fans can purchase the special edition Rose Bowl jersey for $55 at Fansedge.com. Football fans can visit [www.facebook.com/adidasfootballUS](http://www.facebook.com/adidasfootballUS) for more information and photos of Wisconsin’s special edition Rose Bowl uniform.

adidas Football develops high-performance and lightweight football cleats, apparel and accessories for some of the greatest players and teams in the game including more than 70 collegiate football programs. 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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