

adidas Originals to Launch New Footwear Concept: H3LIUM

Introducing a structural, protective, lightweight & comfortable athletic lifestyle shoe

Portland, OR, December 2011- adidas Originals will launch its brand-new footwear concept, H3LIUM in December 2011.

The men's footwear collection will be available mainly in the US, followed by a broad global product roll-out throughout 2012. In the first season, H3LIUM will be available in 9 different colorways, with more colorways and apparel packs starting in 2012.

H3LIUM is an athletic lifestyle shoe that is the lightest shoe introduced from the adidas Originals style division to date.

Representing the iconic sportswear label for the street, adidas Originals draws on its rich heritage in sport and ground-breaking technologies. Elements from historical and current adidas footwear were used to help develop H3LIUM. The sole of the shoe pays homage to the ZX8000, an adidas running shoe known for its comfort. Techniques from F50 cleat were used to simplify the shoes structure making the model the lighter, while maintaining its structural integrity. As a result H3LIUM is lightweight, breathable and made with a simple construction that provides comfort and support.

The footwear was inspired by seam sealed wind-wear and tech fabrics, designed to be worn in varying climates and environmental conditions. Taking on an architectural influence, the triangle pattern design used on the shoe adds structure.

“Consumers are always on the go and demand footwear that is comfortable, but stylish at the same time,” says Brian Foresta, Design Director Originals US. “H3LIUM is the perfect athletic lifestyle shoe that accommodates these needs. The product is functional and lightweight, but still remains true to adidas Originals lifestyle roots.”

The Fall / Winter 2011 H3LIUM collection will be available starting December 26 at adidas Originals stores and online, Foot Locker and Champs stores nationwide. The H3LIUM Runner will retail for \$110.00.

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adidas Originals is the original lifestyle brand, born in sport heritage but living in contemporary lifestyles. Symbolized by the Trefoil, adidas Originals is bringing heritage styles of the adidas history back to life. Its biggest strength is the ability to be a relevant part of people's lives - in whatever lifestyle they have.

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