



ADIDAS BASKETBALL GOES COURT TO STREET TO CELEBRATE 2012 NBA ALL-STAR GAME

Special On and Off-Court Footwear Celebrates Sunshine State

OVERVIEW adidas, Derrick Rose, Dwight Howard and **xxxxxx** will debut special NBA All-Star versions of the adizero Rose 2.5, adiPower Howard 2 and adizero Shadow at the 61th NBA All-Star Game in Orlando.

Inspired by the Sunshine State and the fun, vacation atmosphere of NBA All-Star weekend, the NBA All-Star edition bright orange coloring pays homage to Orlando's Orange County and the state's famous oranges.

adidas will bring court to street with special NBA All-Star make-ups of the adidas Originals AR2.0 shoe.

- ADIZERO ROSE 2.5**
- The fourth signature shoe for reigning NBA MVP and three-time NBA All-Star Derrick Rose of the Chicago Bulls
 - At 11 ounces, its the lightest signature basketball shoe he has ever worn to provide next level speed and support for the second half of the season and NBA Playoff run
 - The toe box features a brushed synthetic material with hardwood heather texture and iced outsole to tie to the NBA All-Star uniforms.
 - Inspired by the adizero Crazy Light, the upper features premium SPRINTFRAME and enlarged SPRINTWEB area to reduce weight, add support and allow maximum control
 - The GEOFIT memory foam collar provides optimum comfort and fit, especially with Derrick's adizero Speed Wrap Ankle Brace
 - adizero Rose 2.5 All-Star is available February 23 at Foot Locker, Eastbay and shopadidas.com and NBA Jam Session at Orlando Convention Center for MSRP \$110

- ADIPOWER HOWARD 2**
- adiPower Howard 2 is built with the power and explosiveness to match six-time NBA All-Star and top vote recipient Dwight Howard of the Orlando Magic
 - The lightest Howard signature shoe to date, the ALIVE cushioning system provides optimum comfort for explosive play
 - The shoe features a signature shattered glass graphic throughout the shoe as a nod to Dwight's power and history of bringing down backboards
 - It also features Dwight's signature on the heel, uniform number on the medial side and a Superman inspired tongue featuring his "dh" logo
 - adiPower Howard 2 All-Star is available February 23 at Foot Locker, Eastbay and shopadidas.com and NBA Jam Session at Orlando Convention Center for MSRP \$100

- ADIZERO SHADOW**
- The new follow-up to the adizero Ghost, the adizero Shadow's SPRINTWEB and sleek design provide the support and strength to makes players faster in any direction
 - Will be worn by **xxx xxx xxxxx** in the **xxxxxx**



- SPRINTWEB increases breathability and reduces weight to make players quicker and more comfortable on the court
- Combination of mesh top and synthetic underlay creates a stylish layered look with the functional purpose to let the foot breath
- Molded EVA midsole keeps the shoe light while providing functional strength and support for cutting and lateral movements, as well as more consistency for a smooth ride
- adizero Shadow is available February 23 at Foot Locker, Eastbay and shopadidas.com and NBA Jam Session at Orlando Convention Center for MSRP \$100

**ORIGINALS
AR2.0**

- Following up the popular adidas Originals adi-Rise model is the AR 2.0, which is also made in a mid-cut silhouette
- Inspired by the iconic adidas Forum Mid basketball shoe, but with a modern look off-court look featuring a clean vulcanized sole and patent leather strap
- Features gold stars on the sockliner and navy/orange colorway to tie to NBA All-Star in Orlando
- Available for \$95 at Foot Locker

**FOR MORE
INFORMATION**

For more information, visit www.news.adidas.com, [adidas Basketball Facebook page](#) or contact Paul Jackiewicz, adidas PR, (o) 971.234.2357, (m) 503-593-5316 Paul.Jackiewicz@adidas.com

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