



ADIDAS UNVEILS ULTRA-LIGHTWEIGHT UNIFORM FOR MARCH MADNESS

OVERVIEW Baylor University, University of Cincinnati and University of Louisville will wear the new, ultra-lightweight adidas adizero basketball uniform this month for the NCAA Tournament. The uniforms are on average **28 percent lighter than the schools' previous uniforms** to keep players lighter and faster on court during the most important time of year.

BETTER PERFORMANCE ON THE COURT

- The adizero uniform is **40 percent lighter than previous Baylor uniforms, more than 25 percent lighter than previous Louisville uniforms and more than 20 percent lighter than previous Cincinnati uniforms.**
- The adizero uniform includes an **unlined short to eliminate unnecessary weight** and provide a more comfortable, closer fit with compression base layers.
- The short's four-way stretch woven material works with the body's natural movement to increase mobility during quick lateral movements and sprints.
- Building on adidas Revolution 30 uniform technology used in the NBA, adizero uniforms feature a **ClimaCool zone which moves heat and sweat away from the body** for optimal moisture wicking and breathability to keep the jersey from gaining weight during heavy sweating.
- The uniform uses a lighter bonding method, rather than stitching, to adhere player names and numbers to the jersey.
- Players will wear the new adidas Team Crew basketball sock which uses compression throughout the entire sock for added stability and **CLIMALITE moisture wicking technology to reduce weight added by sweating**, keeping the foot cool, dry and light.

LIMITED EDITION DESIGN

- The new adizero uniforms feature a limited edition design and coloring created only for this season's NCAA Basketball Tournament run.
- The adizero uniforms feature a new print which uses a pixelated pattern instead of a traditional, heavier, solid pattern to shed weight and add speed.
- The print's camouflage design is **inspired by teamwork** and working together to attack the court as a group.
- The uniform's **amplified school colors pay homage to the high intensity of March Madness** and the electrifying play during the NCAA Tournament.

ON COURT University of Cincinnati and University of Louisville will debut the adizero uniforms during the Big EAST Tournament March 6-10 at Madison Square Garden and Baylor University will wear their adizero uniform March 5-10 in Kansas City, Missouri for the Big 12 Conference Tournament. All three teams will continue to wear the uniforms for the NCAA Tournament beginning March 13.

FOR MORE INFORMATION For more information, visit www.news.adidas.com, www.facebook.com/adidasbasketball, [#adizero](https://twitter.com/adizero) or contact: Madeline Breskin, adidas PR, (m) 971.295.6936, Madeline.Breskin@adidas.com.

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