



2012 McDONALD'S ALL AMERICAN® GAMES TO FEATURE NEW LIGHTWEIGHT ADIDAS ADIZERO UNIFORMS AND SHOES IN ELECTRIC COLORS

Portland, Ore. (March 15, 2012) – adidas today unveiled the new ultra-lightweight basketball uniforms for the 35th Anniversary of the McDonald's All American Games at Chicago's United Center on March 28, 2012. The adidas adizero uniforms are designed to reduce weight and add breathability to keep players lighter, faster and give them a competitive advantage on court.

"We're excited to light up the courts with our leading head-to-toe adidas basketball innovations built specifically for the best high school players in the country," said Lawrence Norman, adidas Vice President of Global Basketball. "Our goal is to help every athlete be lighter and faster on court whether they play in the NBA or high school and our adizero products will help McDonald's All Americans elevate their play on high school basketball's biggest stage."

The McDonald's All American adizero uniform builds on technology used in adidas Revolution 30 uniforms worn in the NBA and adidas adizero collegiate uniforms designed for the 2012 NCAA Men's Basketball Tournament. As the body sweats, a ClimaCool zone moves heat and moisture away from the body to keep the jersey from gaining weight during intense play. An unlined short sheds weight from the uniform and provides a more comfortable, closer fit with compression base layers, while the Formotion technology works with the body's natural movement to increase mobility during quick lateral movements and sprints.

Players will lace up the latest adidas adizero footwear featuring a lightweight support system that keeps the foot secure during cuts and drives for added agility and on court speed. The new adidas Team Speed basketball sock features a compression system 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.

The uniform features electrified colors as a nod to the quality and style of play from the nation's top high school basketball athletes. The uniform print is a pixelated, camouflage design inspired by the importance of teamwork and collaboration on court.

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In November 2011, McDonald's® announced adidas as the new official footwear, uniform and apparel provider for the McDonald's All American Games. The McDonald's All American Games partnership adds another elite high school event to the adidas Basketball lineup, which also includes adidas Nations, adidas Super 64 and adidas Invitational.

The 11th Annual Girls Game will begin at 6:00 p.m. CT and will be broadcast live on ESPNU, followed by the 35th Anniversary Boys Game at 8:30 p.m. CT which will air live on ESPN. Tickets to the Games can be purchased via [Ticketmaster](#), charge-by-phone at 1-866-909-GAME and at the United Center box office. Proceeds from the 2012 McDonald's All American Games will benefit Ronald McDonald House Charities®. For more information visit www.mcdaag.com.

About adidas

adidas has been providing innovative products for the world's best athletes for more than 50 years, from past legends to today's superstars, such as Derrick Rose, Dwight Howard, Candace Parker, Tim Duncan and Chauncey Billups. adidas is the official uniform and apparel provider for the NBA, the Women's National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome food made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. Customers can now log online for free at any of the more than 12,000 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter ([@McDonalds](#)) and Facebook ([Facebook.com/McDonalds](#)) for updates on our business, promotions and products.

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