

FOR IMMEDIATE RELEASE



adidas Originals Launches New adicolor Campaign for Exclusive Champs Sports Collection

Portland, OR, March 15, 2012 – Today, adidas Originals unveils their spring/summer 2012 adicolor campaign, with a national television and digital roll-out. The campaign features adidas athlete and NBA guard Eric Gordon and radio personality Charlamagne Tha God, both of whom embody the brand's originality and colorful lifestyle through fashion, music and sport.

The campaign, titled "Step Into Color," once again encourages consumers to take advantage of the brand's wide array of color options across the footwear and apparel categories. The program, part of the adicolor concept which launched in 1983 as customizable sneaker kit, continues to represent color and the idea of dressing in head-to-toe hookup in various colors.

The :15 and :30 spots feature Charlamagne Tha God as a Champs store employee, outfitting Eric Gordon in the spring 2012 adicolor collection set to B.o.B.'s song "So Good," a new release from his upcoming album "Strange Clouds."

Blending style and sport for the street, the fully integrated campaign will air on national television and digital media from March 15th to April 7th, and will include retail and digital components. The campaign was produced by Portland-based Kamp Grizzly, and also includes a prizing component for consumers to enter a chance to win a customized adicolor kit, complete with adidas Originals gear and other premium giveaway items. The contest will be accessible through the adicolor tab on Champs Sports Facebook page.

View the campaign spot at <http://www.youtube.com/watch?v=3GW-5UNyItY> and the full collection at www.champssports.com.

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About adidas Originals

adidas Originals is the iconic sportswear brand for the street, 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.

About Champs Sports

At Champs Sports, we believe in the importance of Game. In having a style. A swagger. We believe that the Game you show on the court should live on - even after the final buzzer. We believe we can satisfy your desire for gear that is born in sport, yet driven by fashion. You want to look good and feel good. We get it. Because we know style. We know culture. We know sport. And we most definitely, know Game.

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