**ADIDAS UNVEILS LIGHTEST MID CLEAT IN FOOTBALL**

***adizero 5-Star Mid revealed at U.S. Army All-American Bowl***

**SAN ANTONIO – January 5, 2012** – adidas today unveiled the new adizero 5-Star Mid, the lightest mid cut cleat in football. At 7.9 ounces, the adizero 5-Star Mid is more than two ounces lighter than the nearest competitor and is designed to help make football players at every position faster.

The top high school football players in the country will debut the adizero 5-Star Mid at the U.S. Army All-American Bowl at the Alamodome in San Antonio on January 7 and adidas NFL players including Denver Broncos linebacker Von Miller, San Francisco 49ers running back Frank Gore and Detroit Lions wide receiver Titus Young will wear the new cleat in the playoffs.

“Whether you’re playing on Sundays or on Friday nights, speed is critical in today’s game,” said Mark Daniels, director of football for adidas. “Timing is everything in football and a split second cut or quick start off the line of scrimmage can be the difference between 4th and 1 and a touchdown. The adizero 5-Star Mid is built for players at every position who want maximum speed and support.”

Taking innovation cues from the adizero 5-Star low, which launched in 2011, the mid version features a single-layer synthetic upper called SPRINTSKIN and a SPRINTFRAME base, which significantly reduce the weight while providing the perfect balance between lightweight construction and increased support. Internal TPU support bands offer increased stability for quick cuts and changes of direction on the field and triangular-shaped cleats provide players with maximum acceleration and traction on both natural and artificial surfaces.

As the exclusive footwear, compression apparel and glove supplier of the bowl game, adidas provides the U.S. Army All-Americans and Eastbay Youth All-American Bowl participants with adizero 5-Star Mid and adizero Smoke cleats, TECHFIT compression apparel and TECHFIT PowerWEB gloves.

“The most electrifying high school players in the country will debut the adizero 5-Star Mid at the U.S. Army All-American Bowl,” said Daniels. “With adizero, players at all levels now have the option of wearing the lightest cleats in the game today.”

More than 100 alumni of the U.S. Army All-American Bowl are currently playing in the NFL including adidas athletes DeMarco Murray of the Dallas Cowboys, Reggie Bush of the Miami Dolphins, Eric Berry of the Kansas City Chiefs. C.J. Spiller of the Buffalo Bills and Kyle Rudolph of the Minnesota Vikings.

The adizero 5-Star Mid will be available in April for $115 in 17 colorways at Eastbay, Dick’s Sporting Goods, [www.shopadidas.com](http://www.shopadidas.com) and adidas team dealers. Football players and fans can visit [www.facebook.com/adidasFootballUS](http://www.facebook.com/adidasFootballUS) for more information.

**About adidas**   
adidas Football develops high-performance and lightweight football cleats, apparel and accessories for some of the greatest players and teams in the game including more than 70 collegiate football programs. adidas is a global designer and developer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world.

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