

adidas 2012 Boston Marathon Gear FACT SHEET

The Boston Marathon, is the world's most prestigious road race and renowned marathon. In 2012 adidas celebrates its 23rd year as the official footwear and apparel supplier of the Boston Marathon.

ADIZERO BOSTON 3



- Just 8.3 ounces, your feet will fly all the way to finish line in this light, responsive running shoe
- These premium running shoes contain ground adapting FORMOTION design to ensure the smoothest, most comfortable run possible
- Air mesh upper allows for maximum breathability
- Retails for \$110 and is available in men's and women's sizes
- Available at the [Boston Marathon Expo](#) at Seaport World Trade Center and www.adidas.com
- Boston-area retailers include Marathon Sports and City Sports

ADIZERO ADIOS 2



- This environmentally responsible running shoe is made with solvent-free synthetic Tirennina suede
- At Just 7.4 ounces, this lightweight runner also contains a dual compound rubber outsole that integrates sticky and blown rubber for a perfect blend of grip and cushioning
- Retails for \$115 and is available in men's & women's sizes
- Available at the [Boston Marathon Expo](#) at Seaport World Trade Center and www.adidas.com
- Boston-area retailers include Marathon Sports and City Sports



Official Boston Marathon Jacket



Whether you're on the sidelines cheering or running with the masses from Hopkinton to Copley Square, you're a part of the 116th Boston Marathon. Celebrate your participation in this epic event with the adidas Official Boston Marathon Jacket.

- Features side-seam pockets
- Full zip with stand-up collar
- Vented back for breathability
- Elastic cuffs for best fit
- Droptail hem stays tucked in while you run
- Embroidered Boston Marathon 2012 logo on left chest and on back and "BAA 26.2" embroidered on back collar
- Retails for \$100 and is available for men and women
- Available at Marathon Sports, the adidas booth at the [Boston Marathon Expo](#) at the Seaport World Trade Center and www.adidas.com

Media can visit news.adidas.com/US for more information or contact:

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