

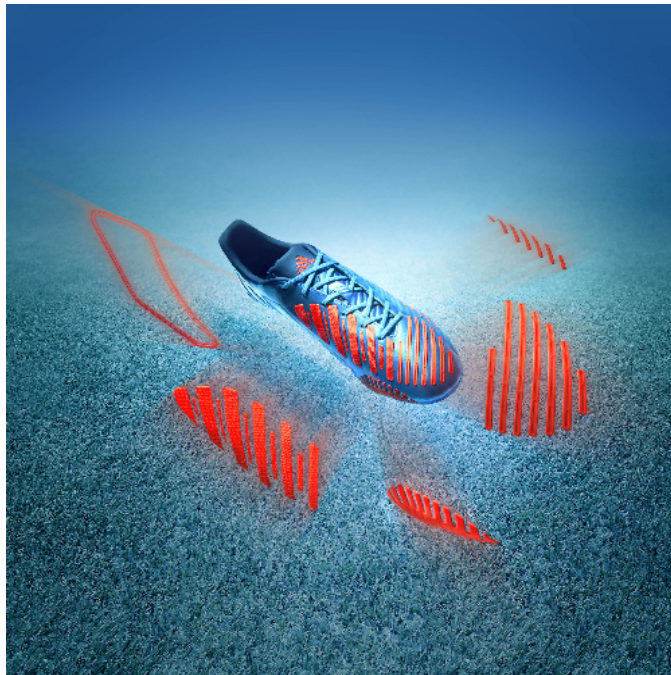
adidas Unleashes The Predator® Lethal Zones

Live event sees top footballers test their abilities against five deadly challenges

HERZOGENAURACH / MANCHESTER, UK - 1st May 2012 – adidas today launched the Predator® Lethal Zones boot; the new boot was unleashed at a unique event pitting some of the best players in the World against each other in five deadly challenges designed to test every aspect of a player's ability.

The launch event was created to showcase the capabilities of the new Predator® Lethal Zones boot which is composed of five, super-light (SL) rubber and memory foam 3-D zones, each designed to support perfect ball control.

Leading global stars, including Manchester City's Edin Dzeko and Manchester United's Luis Nani and Tom Cleverly, took on the challenges and tested their abilities in the latest iteration of the World's most famous football boot – the adidas Predator®. Luis Nani said from the event: *"I've been involved in the design process for the new Predator Lethal Zones and I'm excited to see the final product and test it out across the 5 different zones. The boots are light, comfortable and help me with ball control whether I'm passing, shooting or dribbling."*



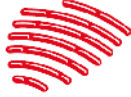
adidas Predator® Lethal Zones boot

The five challenges at the specially converted venue in Manchester included;



Dribble Water Course

Designed around an automated slalom course to test the player's fast paced dribbling abilities against a series of water blast sequences.



First Touch Air Cannon

Designed to test the player's ability to control the ball at different heights and speeds, the First Touch Air Cannon Challenge will see a high-powered air cannon launch balls into the air for the players to control and then strike into two targets.



Sweet Spot Target Practice

Designed to demonstrate power and precision within a player's passing, using the sweet spot zone to generate increased power without losing accuracy as they attempt to hit five static targets at different distances within a 30 second time window.



Drive Power Generation

Designed to test how much power players can generate using the raised and thicker 3-D shape on the forefoot, players will hit the ball as hard as they can into a specially designed pentagon that will measure and then display ball strike speed.



Pass Accuracy Showcase

Designed to test accuracy to the max, this challenge requires players to use the memory foam pad on the medial side of the boot to showcase their deadly control and accuracy.

"For the first time ever, Predator wearers have the complete weapon of control. We have been working with elite and amateur players for a number of years, and with Lethal Zones we have taken the Predator to a whole new level," said Aubrey Dolan, product manager for Predator® Lethal Zones.

World-class players such as Van Persie (Arsenal FC), Xavi (FC Barcelona), Nasri (Manchester City FC), Nani (Manchester United FC) and Di Maria (FC Real Madrid) have tested and



Information

contributed valuable input to the development of Predator® Lethal Zones and will debut the boot on pitches across the globe in May 2012.

Arsenal star Robin Van Persie said about the new boot; *"If you want to be a top player it's vital that you are an all-rounder and that's what the new Predator Lethal Zones are about. The five areas on the boot cover where players touch and strike the ball and the design works to maximise accuracy, power and control. Based on my opinion, and the opinions of my fellow professional players, adidas have created the new Predator. It's great that they listen to us carefully as we know how it should be and how it should feel and their expertise does the rest."*

The new Predator® Lethal Zones football boot will be available at adidas own-retail outlets as well as specialist stores worldwide from June 2012 in Bright Blue / Infrared / Collegiate Navy / White. For further information please visit adidas.com/football or go to facebook.com/adidasfootball or @adidasfootball on twitter to join the conversation.

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Further information on the adidas Predator® Lethal Zones

Supporting the five lethal zones is a newly engineered Hybridtouch upper which combines the benefits of leather and synthetic - comfort, stability, reduced water uptake and the highest quality feel in all weather conditions. The boot also integrates the revolutionary **Sprint Frame** outsole construction featured in the adizero f50, offering the perfect balance between light weight (225g) and stability as well as the **Traxion 2.0** stud configuration which ensures maximum grip and acceleration. The **Predator® Lethal Zones** is the first **miCoach** enabled Predator® boot, which means players can now track their performance stats such as distance, sprint count and maximum speed, then wirelessly transfer the data to a mobile phone or PC.

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