



DWIGHT HOWARD SPORTS ADIDAS UNDERWEAR IN NEW MARKETING PROMOTION

PORTLAND, Ore. (June 7, 2012) – adidas today unveiled a new marketing program featuring Dwight Howard promoting the new adidas Flex 360 performance underwear.

“I’ve been a partner with adidas for many years and love wearing the three stripes,” said Dwight Howard. “It’s cool to be featured in a marketing campaign in nothing but your adidas undies.”

The adidas Flex 360 boxer brief has a contour fit and is designed for optimal mobility during workouts. Featuring ClimaCool lightweight fabric to wick moisture away from your skin, the new adidas performance underwear keeps you cool and comfortable during your workout.

Howard will be the center of the U.S. marketing campaign for the adidas Flex 360 men’s performance underwear collection, featured in both digital marketing and in-store marketing. Available at adidas stores, adidas.com and Dick’s Sporting Goods, the adidas Flex 360 performance underwear retails for \$20.

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 Dwight Howard, Derrick Rose and Candace Parker. On April 11, 2006 adidas and the National Basketball Association signed an 11-year global merchandising partnership making the adidas brand 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.

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For more information, visit news.adidas.com, [adidas Basketball Facebook page](#), www.adidasbasketball.com or contact:

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