



ADIDAS AND TEXAS A&M UNVEIL NEW LONE STAR TECHFIT FOOTBALL UNIFORMS

COLLEGE STATION, Texas – July 12, 2012 – adidas and Texas A&M University today unveiled new Lone Star TECHFIT football uniforms for the Aggies' debut season in the Southeastern Conference. Inspired by the team's jerseys from the 1970's, the Aggies' new look pays homage to the rich tradition of Texas A&M football and celebrates the bright future in College Station.

"Our team is really excited about the new uniforms for the upcoming season," Texas A&M head football coach Kevin Sumlin said. "adidas has done a great job of developing a uniform that provides a look that blends our great history and tradition, with a modern look that our players and recruits will really like. We are looking forward to wearing them this inaugural season in the SEC."

The new home maroon and away white adidas Texas A&M Lone Star TECHFIT jerseys are reminiscent of a 1970's era uniform, which featured unique vertical stripes down the shoulder. The new uniform's stripes continue down the shoulder and onto the adidas TECHFIT base layer for a sleek and aerodynamic look and player numbers appear directly on the adidas TECHFIT compression sleeves.

Texas A&M's Lone Star uniform features an updated logo which appears on the Aggies' adidas TECHFIT pants, compression base layer, adizero Smoke gloves and newly designed helmet. The logo design is a fusion of the school's traditional "ATM" mark within the state of Texas outline. The newly designed modern jersey number font is inspired by the Texas A&M logo detail and the Aggies' new uniform is completed with maroon, white and grey adizero Smoke gloves and cleats and adidas Team Speed socks.

"We wanted to create a special look that honors the state of Texas and celebrates the new era of Texas A&M football," said Mark Daniels, director of football for adidas America. "Our team pulled design cues from past Aggie uniforms to highlight the school's rich football history and created an updated school logo to celebrate the future of A&M football as they represent the Lone Star state in the SEC."

The new adidas Texas A&M Lone Star TECHFIT jersey is a complete reconstruction of the standard football jersey with multiple innovations to reduce the weight of the jersey by 30 percent. These technologies include a streamlined fit, new fabric, reduced seams and an ultra lightweight name and numbering system. In addition, the adidas TECHFIT jersey keeps players cool with integrated ventilation zones and moisture management fabric. Reduced seams and a restriction-free, high-stretch collar design increases range of motion to support player agility and speed.

The Aggies' newly designed helmet was a collaboration with Hydro Graphics Inc. and revitalizes the traditional Maroon color, completing the Lone Star uniform package. Texas A&M and HGI worked together to develop an almost anodized look with the subtle translucent HydroSkin® process, which maintains the traditional look for Aggie football while bringing new technologies to the helmet finish.

New adidas Texas A&M Lone Star fan gear, including men's, women's and youth apparel, hats and accessories will be available this summer at Barnes & Noble at Texas A&M University, Academy Sports,



Aggieland Outfitters, Football Fanatic, Old Army Spirit, Maroon U, Texas Aggieland Bookstore, Dick's Sporting Goods, The Sports Authority, Rally House and JC Penney.

Texas A&M fans can visit www.facebook.com/adidasFootballUS and www.aggieathletics.com/uniforms for more information, photos and videos of the Aggies' Lone Star uniforms and follow the conversation on Twitter at [@adidasUS](https://twitter.com/adidasUS), [#12thMan](https://twitter.com/#12thMan) and [#techfit](https://twitter.com/#techfit).

adidas Football develops high-performance and lightweight football cleats, apparel and accessories for some of the top 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.

###

For more information visit <http://news.adidas.com/US>, www.Facebook.com/adidasFootballUS or contact:

Michael Ehrlich
adidas Public Relations
(971) 234-2214 office
(503) 720-4512 mobile
michael.ehrlich@adidas.com
<http://news.adidas.com/US>