

December 3, 2012

ESPN Consumer Products Brings Back BCS Apparel Line for 2012 Season

Apparel and Headwear by adidas for All Ten BCS Bowl Teams Available In Store and Online



After a successful launch in 2011, ESPN Consumer Products is bringing back the *ESPN Bowl Championship Apparel by adidas*—apparel and headwear that bring the tradition and excellence of the Bowl Championship Series to life. The collection will feature men's and women's tees, hoodies and headwear for all BCS bowl participants as well as a Championship graphic for the five bowl winners. Headwear and apparel will be available for the following schools:

- Notre Dame
- Alabama
- Florida
- Oregon
- Kansas State
- Stanford
- Florida State
- Northern Illinois
- Louisville
- Wisconsin

"The *ESPN Bowl Championship Apparel by adidas* line was a big hit with fans last year and so it was only natural we brought it back for this season," says Jon Achar, vice president, ESPN Marketing, Creative Services and Consumer Products. "This year's graphics provide a unique combination of school and bowl logos with ESPN College Football and adidas marks that any college football fan, male or female, would be proud to wear."

The *ESPN Bowl Championship Apparel by adidas* collection will be available at Kohl's, Follett Bookstores and JCPenney.

About ESPN Consumer Products

ESPN Consumer Products enhance the experience of sports fans of all ages through innovative and high-quality products. ESPN Consumer Products oversees the development of product lines under the ESPN family of brands designed for the sports fan and enthusiast. Product lines include X Games and lifestyle branded apparel and headwear, sporting goods, personalized photo products and sports toys.

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. As innovation and design leaders, adidas engineers the best in high-performance products to help athletes of all levels reach their full potential. For more information visit www.adidas.com.

-- 30 --

Media Contact:

ESPN: Jennifer Cingari, Jennifer.J.Cingari@espn.com, 646-547-5840

adidas: Michael Ehrlich, Michael.Ehrlich@adidas.com, 971-234-2214