**ADIDAS UNVEILS NEW TECHFIT UNIFORMS**

**FOR 2013 U.S. ARMY ALL-AMERICAN BOWL**

***Top High School Football Talent Debuts Head-to-Toe***

***Ultra-Lightweight Uniforms and Cleats***

**SAN ANTONIO – January 2, 2013** – adidas today unveiled new TECHFIT football uniforms for the 2013 U.S. Army All-American Bowl, marking the first head-to-toe redesign for the nation’s premier high school football all-star game.

The most elite high school football players in the country will debut the new adidas TECHFIT uniforms when they take the field at the Alamodome in San Antonio on January 5, 2013 as the U.S. Army All-American Bowl kicks off at 1pm ET on NBC.

**“**adidas has been a great supporter of the U.S. Army All-American Bowl since becoming a sponsor for the 2011 game, and with this being the first year adidas is the head-to-toe apparel sponsor they have taken it to a whole new level,” said All American Games Chairman Doug Berman. “The updated design and technology in the TECHFIT uniforms and adizero cleats support our belief that adidas has the best football product on the market and we could not be more excited and proud that they elected to debut it on the U.S. Army All-Americans.”

Thirty percent lighter than traditional jerseys, the U.S. Army All-American Bowl adidas TECHFIT uniform is designed to help make players faster at every position on the field. The updated head-to-toe look includes a TECHFIT jersey and pants, TECHFIT compression base layer, Team Speed socks and the new adidas CrazyQuick and adizero 5-Star 2.0 cleats. It also includes a new helmet design utilizing the Xenith X2 helmet the All-Americans wear.

The U.S. Army All-American Bowl helmets and TECHFIT pants feature a digital camo-inspired pattern with solid light and dark fields and a checkerboard-like design. East squad jerseys are black with vivid yellow accents and the West will take the field in vivid yellow jerseys.

“The best high school players in the country compete at the U.S. Army All-American Bowl,” said Mark Daniels, director of football for adidas. “This game is the premier national stage for the most electrifying football players to showcase their talent and we’re excited to provide the first head-to-toe redesign in the game’s rich history.”

The U.S. Army All-American Bowl TECHFIT uniform features multiple innovations to reduce the weight of the jersey by 30 percent, including a streamlined fit, new fabric, reduced seams and an ultra lightweight 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.

“adidas TECHFIT uniforms not only help athletes play faster and stay cooler, but the streamlined fit is tough to grab – so it’s harder to tackle or hold– which means more first downs, more touchdowns and more wins,” said Daniels.

U.S. Army All-American Bowl players will debut the lightest and fastest cleats in football. The adidas crazyquick boasts innovative Quickskin – a seamless upper that is light yet supportive in the cutting zones. A revolution in football cleat traction innovation, the QUICKFRAME plate increases mobility and cutting speed. At 6.7 ounces, the adidas adizero 5-Star 2.0 is the lightest cleat in the game with an internal support base providing additional stability for quick cuts and changes in direction.

More than 100 alumni of the U.S. Army All-American Bowl are currently playing in the NFL, including adidas athletes DeMarco Murray of the Dallas Cowboys, Reggie Bush of the Miami Dolphins, Eric Berry of the Kansas City Chiefs, C.J. Spiller of the Buffalo Bills and Kyle Rudolph of the Minnesota Vikings.

Football fans can visit [www.Facebook.com/adidasFootballUS](http://www.Facebook.com/adidasFootballUS) for more information, photos and videos of the new U.S. Army All-American Bowl uniforms and follow the conversation on Twitter at [@adidasUS](http://www.twitter.com/adidasUS), [@ArmyAllAmerican](https://twitter.com/ArmyAllAmerican), [#ArmyBowl](https://twitter.com/search?q=%23ArmyBowl&src=hash) and [#TECHFIT](https://twitter.com/search?q=%23TECHFIT&src=typd).

adidas develops high-performance and lightweight footwear, apparel and accessories for some of the greatest athletes and teams including more than 70 collegiate football programs and 2011 Heisman Trophy Winner Robert Griffin III of the Washington Redskins, 2011 NFL Defensive Rookie of the Year Von Miller of the Denver Broncos, Pro Bowlers Jimmy Graham of the New Orleans Saints and Frank Gore of the San Francisco 49ers, DeMarco Murray of the Dallas Cowboys, Eric Berry of the Kansas City Chiefs, Reggie Bush and Ryan Tannehill of the Miami Dolphins, Lawrence Timmons of the Pittsburgh Steelers and Mario Williams and C.J. Spiller of the Buffalo Bills.

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