**ADIDAS UNVEILS NEW ENERGY-FOCUSED SOCCER CLEAT NITROCHARGE**

**PORTLAND, Ore. - May 16, 2013** – adidas today unveils Nitrocharge, a new soccer cleat silo designed to retain energy, improve lateral movement, sharpen on field reactions, deliver added sprinting power and increase protection specifically for players who are tirelessly on the move. Nitrocharge is the first new adidas soccer cleat silo since the release of the adizero F50 range in 2004.

“After two years of careful development, we’ve created a unique cleat that caters to the relentless energy of those players who are ‘The Engine’ of their teams,” said Ernesto Bruce, director of soccer for adidas. “adidas upholds a standard for developing innovative footwear based on athlete’s specific needs and Nitrocharge represents a unique extension of that meticulous process.”

Following the legacy and successes of the existing iconic Predator, F50 and 11Pro lines, the Nitrocharge cleat represents a range of new technologies that will innovate the way players perform on the field:

* The eye catching **ENERGYSLING** arches over the cleat and supports lateral movements to sharpen reactions on the field
* The sole plate of the cleat contains a zig-zagging **ENERGYPULSE**, inspired by spring technology, with high-elastic material at its heart, providing added energy during the toe off phase of sprinting
* A **Protection mesh layer** around the foot and **Protection pads** around the most sensitive tackle zones such as the Achilles tendon also feature in the boot
* Compatible with the **adidas** **miCoach SPEED\_CELL,** players and coaches can measure on-field performance and focus on improvement over time

“Energy is so important in today’s game,” said Sporting KC midfielder Graham Zusi. “I’m running from box-to-box for the full 90 minutes and am constantly changing directions and sprinting. Wearing a cleat that gives me energy return throughout an entire match gives me a huge advantage.”

In addition to Zusi, MLS stars such as Dax McCarty of the New York Red Bulls, Osvaldo Alonso of Seattle Sounders FC, Juninho of LA Galaxy and Perry Kitchen of DC United will wear Nitrocharge along with international players Dani Alves of FC Barcelona, Daniele De Rossi of A.S. Roma, Ezequiel Lavezzi of Paris Saint Germain and Javi Martinez of FC Bayern Munich.

“The energy retention of Nitrocharge is tailored to benefit the player who covers every blade of grass; the one who powers a team, running and tackling more, relentlessly and ferociously seeking chances from end to end,” added Bruce.

Nitrocharge will launch for $200 in a blue and yellow colorway on May 20 at adidas Sport Performance stores nationwide, [www.adidas.com](http://www.adidas.com), Dick’s Sporting Goods and soccer specialty stores.

For more Nitrocharge information and images, fans can visit [www.adidas.com/Soccer](http://www.adidas.com/Soccer), [www.Facebook.com/adidasSoccer](http://www.Facebook.com/adidasSoccer) and follow the conversation on Twitter via @adidasUSand [#TheEngine](https://twitter.com/search?q=%23theengine&src=typd).

**About adidas Soccer**

adidas is the global leader in soccer and partners with the world's greatest soccer clubs and federations including Chelsea FC, Real Madrid, Bayern Munich, AC Milan, Spain, Mexico, Argentina, Germany and Japan. adidas is an official partner of FIFA, UEFA, Major League Soccer and the Confederations of African Football. adidas sponsors world-class athletes like Leo Messi, David Beckham, Xavi, David Villa, Kaka, Steven Gerrard, Frank Lampard, Robin van Persie, Gareth Bale, Jozy Altidore, Brek Shea, Chris Pontius, Graham Zusi and Omar Gonzalez, among others.

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