

ADIDAS ANNOUNCES MICOACH X_CELL DIGITAL TRAINING TECHNOLOGY

First Digital System to Evaluate, Train and Improve Jump Height, Quickness and Reaction Time

(Oct. 2, 2013) – adidas today announced miCoach X_Cell, its latest innovation in digital training technology and the first device to provide athletes with a complete system to evaluate, train and improve jump height, cut quickness and reaction time. The newest component of the miCoach platform, miCoach X_Cell captures real-time performance metrics in order to provide elite, professional-level training and coaching tips to help athletes improve their game.

In addition, the device tracks vertical leap, acceleration bursts, hustle and heart rate during training sessions or competition. The digital training program is designed for athletes across a variety of sports including football, basketball, soccer, tennis and running.

“For competitive athletes, there is no better way to improve your game than by understanding the factors involved in overall performance and how to tailor a training program to improve those skills,” said Paul Gaudio, Head of adidas Interactive. “Elite teams and players have access to sophisticated systems, labs and training staffs to improve performance, but miCoach X_Cell puts the technology directly in the hands of all athletes.”

miCoach X_Cell is designed to capture performance data and translate the information wirelessly via Bluetooth to the user’s iOS miCoach Multi-Sport mobile application (Android version slated to launch early next year). Similar in size to a standard heart rate monitor, the device can be worn on a textile chest strap or clipped to the waistband of shorts. Used in conjunction with miCoach Speed_Cell, miCoach X_Cell provides a complete picture of athlete performance.

miCoach X_Cell was developed through feedback from teams, trainers and athletes at all levels and in all sports. adidas maintains a strong partnership with Athletes’ Performance, which provided specific input on the creation and development of miCoach X_Cell as a result of its extensive experience training elite athletes.

“Today’s athlete understands how technology can lead to great performance,” said Mark Verstegen, founder and president, Athletes’ Performance. “miCoach X_Cell from adidas allows athletes to

track performance and progress, resulting in an interactive game plan that provides coaching and feedback as if one of our specialists was standing right there.”

adidas miCoach X_Cell is available now for \$69.99 / €69.99 at www.adidas.com. Join the conversation on [facebook.com/adidasmicoach](https://www.facebook.com/adidasmicoach) and [@adidas_micoach](https://twitter.com/adidas_micoach) on Twitter using #GetGame.

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For further media information please visit <http://news.adidas.com/GLOBAL/PERFORMANCE/miCoach> or contact:

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Notes to editors:

About adidas miCoach

miCoach is an interactive training service for anyone who wants to train for their favourite sport, general fitness or just for fun. Bringing the knowledge and experience of adidas' elite coaching partners to the masses, miCoach provides users with real-time coaching and all the tools they need to track performance and monitor progress to get the results they want. The breadth of the offer includes a free to access web platform and training community with hundreds of free training plans, free mobile apps on iOS, Android and Windows Phone 8 as well as a comprehensive range of devices for tracking all aspects of performance, both in game and in training. Visit www.micoach.com.