**adidas unveils THE 2014 FIFA World Cup**

**BATTLE PACK COLLECTION**

**PORTLAND, Ore. – May 12, 2014** – A month before the 2014 FIFA World Cup kicks off, adidas today unveiled the Battle Pack cleat collection.

adidas Battle Pack features a new cleat from the brand’s five silos including Lionel Messi’s signature adizero F50, the latest Predator, Nitrocharge, 11Pro and adizero F50, each with its own disruptive black and white pattern.

Every adidas player will wear Battle Pack during the 2014 FIFA World Cup including Messi, Mesut Özil, Dani Alves, Luis Suarez, Oscar, Philipp Lahm, Karim Benzema, Javi Martinez and Jozy Altidore.

“The black and white design is unlike anything I’ve seen on the field,” said US forward Jozy Altidore. “Wearing the same collection as every other adidas athlete at the World Cup makes me part of something bigger.”

The unique black and white design of Battle Pack is inspired by the war paint of native warriors and features gold stripes representing the FIFA World Cup trophy. Messi’s Battle Pack signature adizero F50 includes a blue and white pattern to celebrate the Argentina federation.

“The World Cup is the biggest stage in all of sports and Battle Pack will make a bold and disruptive statement on field,” said Ernesto Bruce, director of adidas Soccer for adidas America. “Our designers took direct inspiration from Brazil and injected a never before seen look onto our most innovative cleats. The best players in the world will wear Battle Pack as they chase the ultimate goal of the FIFA World Cup trophy.”

The adidas Battle Pack debuts on field for the first time during the UEFA Champions League Final in Lisbon on May 24. The collection will be available via pre sale on May 12 at [www.adidas.com](http://www.adidas.com) and hits stores on May 26 at [www.adidas.com](http://www.adidas.com), adidas sport performance, sporting goods and soccer speciality stores.

Fans can join the conversation on Twitter via [@adidasSoccer](http://www.twitter.com/adidasSoccer) [#WorldCup](https://twitter.com/search?q=%23worldcup&src=typd) or at [www.facebook.com/adidasSoccer](http://www.facebook.com/adidasSoccer).

**ADIZERO F50 MESSI**

Lionel Messi’s signature adizero F50 combines revolutionary technology with the precision engineering of the four-time Ballon d’Or winner. At only 5.3 ounces the adizero F50 Messi is one of the lightest cleats in the game. In addition to the black and white design, Messi’s World Cup cleat features a blue and white pattern to celebrate his Argentina federation.

**PREDATOR**

The 20th anniversary Predator, the Battle Pack version includes the five control zones and provides a new focus on the sixth zone, the outsole of the cleat, through control frame technology. Worn by Mesut Özil, Oscar, Fernando Torres and Graham Zusi.

**NITROCHARGE**

adidas’ energy cleat, Nitrocharge includes a specialized highly elastic ENERGYSLING around the forefoot that supports side cuts and precision turns to sharpen reactions on the field. adidas’ ENERGYPULSE spring technology provides strong push offs for players while they sprint. Worn by Dani Alves, Daniele De Rossi, Javi Martinez and Omar Gonzalez.

**11PRO**

The 11Pro provides maximum comfort and improved touch for players.  A newly designed outsole with conical studs and a comfort frame provides better pressure distribution and a TPU overlay minimizes ground impact.  The 11Pro features an updated upper that uses memory foam embedded into the quilted Taurus leather upper. Worn by Philipp Lahm, Frank Lampard and Sacha Kljestan.

**ADIZERO F50**

Built for speed, the 5.3 ounces adizero F50 features SPEEDTRAXION, a new, high speed stud alignment that maximizes acceleration and traction, and SPEEDFOIL, a revolutionary material that combines lightweight, softness and durability for a comfortable, yet locked down heel fit. Worn by Luis Suarez, Arjen Robben, Karim Benzema and Jozy Altidore.

**About adidas Soccer**

adidas is the global leader in soccer and official partner of FIFA World Cup, FIFA Confederations Cup, UEFA Champions League, UEFA Europa League, UEFA European Championships and Major League Soccer. adidas has made every FIFA World Cup ball since 1970 and recently extended the partnership with FIFA until 2030, including the supply of the official match ball. adidas sponsors the world’s top clubs and players including Real Madrid, FC Bayern Munich, AC Milan, Flamengo, Chelsea, Leo Messi, Gareth Bale, Mesut Özil, Dani Alves, Oscar, Xavi, Karim Benzema, Bastian Schweinsteiger, Jozy Altidore, Omar Gonzalez and Graham Zusi.

###

For more information and images please visit <http://news.adidas.com/US> or contact:

|  |  |
| --- | --- |
| Michael Ehrlichadidas Public Relationsmichael.ehrlich@adidas.com 971-234-2215 – office503-720-4512 – mobile | Madeline Breskinadidas Public Relationsmadeline.breskin@adidas.com 971-234-2220 – office971-295-6936 – mobile |