**SUBJECT: VIDEO: adidas and NBA Debut New Swingman Jersey TV Commercial**

adidas and the NBA today debuted a new marketing campaign highlighted by five TV commercials to celebrate the launch of the new NBA Swingman jersey. The first spot to air features Dwight Howard of the Houston Rockets. View the spot [here](http://youtu.be/_5PuDMFW16A).

Additional commercials featuring Andrew Wiggins of the Minnesota Timberwolves, Damian Lillard of the Portland Trail Blazers, Kenneth Faried of the Denver Nuggets and Joakim Noah of the Chicago Bulls will follow in the coming weeks.

Created by adidas, each commercial is a humorous take on the busy lives on an NBA athlete. In the spot, each athlete requires the assistance of a “swingman” body double to help meet all of their many obligations from shooting practice, to photo shoots, to interviews and training.

The new adidas NBA Swingman Jerseys are designed with a premium mesh material and new name and number application that more closely replicate the authentic jerseys worn on-court by NBA players in both look and performance. The new Swingman jerseys feature a slimmer cut which offers a more tailored, stylish fit.

The adidas NBA Swingman Jerseys are available now at [NBAStore.com](http://store.nba.com/), the NBA Store on Fifth Avenue and team retailers for $110.