**adidas basketball DELIVERS boost for nba playoffs**

***NBA stars Jeff Teague, Mike Conley Jr., Kyle Lowry and more to debut Crazylight Boost 2015***

**PORTLAND, Ore. (April 16, 2014) –** adidas today unveiled the Crazylight Boost 2015. Featuring Primeknit technology for the first-time ever in a basketball shoe and coupled with industry leading Boost cushioning technology, the league’s best will vie for a championship in adidas’ most innovate basketball shoe ever.

“The comfort and cushioning on this shoe is unlike anything I’ve ever played in,” said NBA All-Star point guard Jeff Teague of the Atlanta Hawks. “After the grind of the season and now the playoffs, I want every advantage to extend the season and I felt that advantage as soon as I laced these up.”

***Primeknit Advantage***

Based on immense research compiled from studying athletes across the globe, Primeknit was developed to deliver optimum comfort to help players compete at their highest levels. The all-knit upper is highly engineered to provide targeted support in key areas for basketball movements while providing a custom stretch for maximum comfort, flexibility and reinforcement. The knit construction promotes free movement and circulation to help feet stay cool and comfortable for 48 minutes on the court. Primeknit also allows for unique designs with an extensive array of color variations and patterns for the most eye-catching color combinations that stand out on the court.

***Boost Don’t Stop***

Since launching last summer, Boost has been worn by NBA superstars and the top collegiate teams in the country. This model features 13 percent more Boost to deliver maximum energy return, responsiveness and comfort. True to adidas’ mission to make athletes better, Boost features innovative material made up of thousands of capsules that help store and release energy efficiently as athletes perform.

***Still Crazylight***

Since its launch in 2011, the Crazylight set the industry standard for lightest in class to make players faster on the court. The Crazylight Boost 2015 continues that mission with a 12.2 ounce low and 13 ounce mid cut version.

The Crazylight Boost 2015 will be available July 1 for $140 in team colorways with additional drops throughout the year.

**About adidas Basketball:**

adidas has been providing innovative products to help the world’s best athletes perform at elite levels for more than 60 years, from past legends to today’s superstars, such as Damian Lillard, John Wall, Derrick Rose and Tim Duncan.

###

For more information, visit [news.adidas.com](http://news.adidas.com), [adidas Basketball Facebook page](http://www.facebook.com/adidasbasketball), [www.adidasbasketball.com](http://www.adidasbasketball.com)or follow us on [Twitter](http://twitter.com/adidashoops) and [Instagram](http://instagram.com/adidashoops) @adidasHoops with [#CrazylightBoost](https://twitter.com/search?q=%23crazylightboost&src=typd).

|  |
| --- |
|  |
|  |
|  |
|  |