



adidas' Mary Keitany Wins Back-to-Back NYC Marathons with the Energy Return of BOOST™

New York, November 1, 2015 – adidas elite runner Mary Keitany won her second straight NYC Marathon title with a time of 2:24:25 wearing adizero Adios BOOST. This marks the 54th major race won by a runner wearing BOOST™ which provides the highest Energy Return of any foam cushioning in the running industry.

"New York is my favorite city to run in so winning here is very special," said Mary Keitany, who is coming off a second place finish at the London Marathon earlier this year. "There were a lot of great runners in this year's field. The difference in today's race was finding Energy when I needed it most."

Keitany broke this year's finish line tape wearing adidas adizero Adios BOOST and adizero apparel which is worn by today's best marathon runners. adidas adizero footwear and apparel is lightweight competition gear built for elite athletes to perform their fastest. Earlier this year Keitany finished in second place at the London Marathon.

The adidas adizero Adios BOOST is available at www.adidas.com/boost. Featuring hand crafted design, by legendary adizero pioneer Mr. Omori, it incorporates four key benefits to deliver unrivaled Energy and speed:

1. BOOST™ technology – provides higher Energy Return than any other foam cushioning material in the running industry.
2. Continental Rubber™ outsole – a high performance rubber outsole that grips the ground for better traction and a powerful push-off.
3. Torsion system – delivers optimum transition and stability
4. adiwear material – provides ultimate durability

Join the Energy Running conversation with @adidasrunning and purchase adidas adizero footwear and apparel at www.adidas.com/running.

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of € 13.3 billion in 2011.

For questions or more information please contact:

Javier Macias
Senior Public Relations Manager - Running
adidas Global Brand Marketing

Javier.Macias@adidas.com

t: +49 (0)9132 84-3827