

ADIDAS INTRODUCES REVOLUTIONARY ADIPOWER PREDATOR SOCCER CLEAT

11th Predator Version is Lightest and Most Accurate to Date

PORTLAND, Ore. – May 17, 2011 – adidas today unveils the 11th version of the Predator soccer cleat, the adiPower Predator. The lightest and most accurate Predator to date, the adiPower Predator incorporates unique technologies that make it the perfect cleat for ultimate ball control.

"adidas has been producing Predator cleats since 1994 and this version showcases how we as a brand adapt to the evolution of the game of soccer and players around the world," said Antonio Zea, director of soccer for adidas America. "Predator players today aren't just about power, but their games now feature speed, control and versatility."

The adiPower Predator features the Predator Element, a re-engineered technology which enables perfect ball handling. Featured on the medial side of the cleat, the Predator Element is an injected silicon-rubber component welded onto the base material that features two specific zones. One zone increases spin and power when striking the ball while another zone increases contact time with the ball to ensure perfect ball control in all weather conditions.

The adiPower Predator integrates the revolutionary Sprint Frame outsole construction featured in the adiZero F50, which reduces the weight of the cleat by 25% to 8.2 ounces. The addition of the Sprint Frame creates stability through geometry, reducing the number of material layers and the overall cleat weight.

World-class players such as Nani of Manchester United FC, Xavi of FC Barcelona, Robin Van Persie of Arsenal FC, Kaká of Real Madrid FC and Steven Gerrard of Liverpool FC have tested and contributed valuable input into the development of the adiPower Predator and will debut the new cleat across the globe this month.

MLS adiPower Predator players include Omar Gonzalez of the LA Galaxy, Kenny Cooper of the Portland Timbers, Shalrie Joseph of the New England Revolution and Teal Bunbury of Sporting Kansas City.

"In the new adiPower Predator cleats, I feel bigger, stronger and faster," said Gonzalez. "The moment I put them on, I feel game ready. I didn't have to worry about breaking them in."

As with past Predator versions, the new adiPower Predator features Powerspine technology, which minimizes energy loss during a shot through a reduction of the kicking flex in the forefoot area, resulting in a more powerful shot. The flex grooves of the Powerspine also provide a comfortable running movement by keeping the element highly flexible in the right direction.

Additional key benefits of the adiPower Preadtor include an Alcantara leather-like soft and comfortable heel lining, Taurus leather for optimum fit, comfort and touch, Traxion outsole configuration for optimum grip and stud pressure distribution.



The new adiPower Predator cleat will be available in the Sharp Blue/Electricity/Black colorway for \$200 on June 10 at soccer specialty stores and Dick's Sporting Goods. Soccer players and fans can visit www.facebook.com/adidasSoccer for more information.

adidas is the global leader in soccer and partners with the world's greatest soccer clubs and federations including Chelsea FC, Liverpool FC, AC Milan, Real Madrid, Bayern Munich, Spain, Mexico, Argentina, Germany and Japan. adidas is an official partner of FIFA, UEFA, Major League Soccer and the Confederations of African Football. adidas also sponsors world-class athletes like Lionel Messi, David Villa, Nani, Kaka, Steven Gerrard, Michael Ballack, Xavi, Frank Lampard, Andres Guardado, Juan Agudelo, Jozy Altidore, Fredy Montero, Juan Pablo Angel, among others.

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