



adidas and THQ to bring miCoach interactive training system to video game consoles

Seamlessly blending technology and renowned sports stars, miCoach offers the only totally connected training program by athletes for athletes

HERZOGENAURACH, Germany, and AGOURA HILLS, Calif. – *June 6, 2011* – adidas is collaborating with THQ Inc. (NASDAQ: THQI) to bring the popular miCoach interactive athletic training system to video game consoles, the two companies announced today.

Scheduled for release in early 2012, the completely connected interactive experience will feature many of the world's most well-known adidas athletes, including Dwight Howard, Kaká, Tyson Gay, Jessica Ennis, Ana Ivanović and Eric Berry, who will guide users through a wide selection of sport-specific personalized training programs. Users will also receive real-time feedback on their actual in-game performance during their workouts when wearing a miCoach heart rate monitor (or any ANT+ compatible monitor).

For an even more connected gaming experience, the miCoach hardware interacts with THQ's new title, allowing users to synchronize a miCoach Pacer and miCoach mobile app to Kinect™ for Xbox 360® or PlayStation® Move, incorporating workout data gathered while away from the game.

"We're taking our successful miCoach line and broadening its reach to an even larger audience, who we hope will find motivation and inspiration from adidas and our roster of star athletes," said Simon Drabble, Director of miCoach BU adidas. "In simple words, this combination of console technology and training for sports supports everybody to become better athletes, regardless of their fitness level."

Utilizing advanced video game console technology, users will be able to create profiles, set fitness goals and get instant analyses of workout regimens. They will choose from several sports, such as running, tennis, football (soccer), American football and basketball, as well as the athletes who guide them through hours of on-screen training and motivating game experiences.



"adidas and THQ are creating a remarkable fitness solution that can be with you before, during and after your training workouts," said Martin Good, THQ's Executive Vice President of Kids, Family & Casual Games. "miCoach transcends the definition of 'video game' and brings a truly innovative experience to game consoles."

The miCoach interactive training system is scheduled to be released on Kinect™ for Xbox 360® and PlayStation® Move in early 2012. For more information on miCoach training systems, please visit www.micoach.com.

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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 THQ

THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located throughout North America, Europe and Asia Pacific. More information about THQ and its products may be found at www.thq.com.

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