

## ADIDAS AND THE NBA GO COURT TO STREET TO CELEBRATE 2012 NBA ALL-STAR GAME

*New Uniform and Footwear to debut for NBA All-Star Game*

**PORTLAND, Ore. (February 2, 2012)** – adidas, the official outfitter of the National Basketball Association, today unveiled the new uniform and footwear assortment for the 61st NBA All-Star in Orlando.

The 2012 NBA All-Star uniforms were designed by adidas and inspired by the 20th anniversary of the memorable 1992 NBA All-Star game which was also held in Orlando. Inspired by the Sunshine State and the fun atmosphere of NBA All-Star weekend, adidas NBA All-Star basketball shoes feature bright orange coloring to pay homage to Orlando's Orange County and the state's famous oranges.

"NBA All-Star is an exciting event that combines sports, style and entertainment unlike any other in the world," said Lawrence Norman, adidas Vice President, Global Basketball. "NBA All-Star is the premier event to showcase adidas' court-to-street heritage on basketball's biggest stage and bring it to fans around the world. We'll also leverage the league's best big man Dwight Howard throughout the weekend at events, appearances and on the adidas Basketball Facebook page to bring the excitement to fans in Orlando and our global online community."

The All-Star jerseys feature oversized East and West All-Star block lettering that was inspired by 1992 jerseys. The jackets and jerseys feature dip-dyed hardwood heather pattern inspired by the floor of the Orlando Arena where the game was held. The tonal blue and red, and three stripes silver and gold accent coloring on the jerseys and short sides will make the uniforms stand out on court. The woven NBA All-Star shorts are inspired by board shorts and also feature a sublimated mesh pattern for high performance and breathability.

On-court warm-ups feature functional stretch denim pants and lightweight windbreaker style, full-zip jackets with tonal grey coloring with East (Blue) and West (Red) accents for a stylish off-court look to match the laid back Florida vibe. To showcase the court to street feel, the jackets feature elbow patches and laser perforated color contrast and the pants feature mock denim stitching and pockets.

Replica NBA All-Star jerseys are available at retail with a full range of NBA All-Star apparel from adidas including men's and women's tee shirts, track jackets and headwear. Available at the NBA Store at Jam Session, Orlando Magic Team Shop at Amway Center, the adidas Store at Orlando Crossing and [NBASore.com](http://NBASore.com).

Dwight Howard and Derrick Rose will wear the special orange colorway of their newest adidas signature shoes during the NBA All-Star Game. Five-time NBA All-Star Dwight Howard will sport the adiPower Howard 2, while two-time NBA All-Star Derrick Rose will wear the adizero Rose 2.5. adidas Originals will release a special version of the AR2.o.

The fourth signature shoe for reigning NBA MVP Derrick Rose, at 11 ounces the adizero Rose 2.5 is the lightest signature basketball shoe he has ever worn to provide next level speed and support for the second half of the season and NBA Playoff run. Inspired by the adizero Crazy Light, the upper features premium SPRINTFRAME and enlarged SPRINTWEB area to reduce weight, add support and allow maximum control. The GEOFIT memory foam collar provides optimum comfort and fit, especially with Derrick's adizero Speed Wrap Ankle Brace.

Rose's East squad teammate down low Dwight Howard will wear the adiPower Howard 2. Built with the power and explosiveness to match the top NBA All-Star vote recipient, it's the lightest Howard signature shoe to date. The shoe features a signature shattered glass graphic throughout the shoe as a nod to Dwight's power and history of bringing down backboards and ALIVE cushioning system provides optimum comfort for explosive play. It also features Dwight's signature on the heel, uniform number on the medial side and a Superman inspired tongue featuring his "dh" logo

The adizero Rose 2.5 and adiPower Howard 2 All-Star versions will drop February 23 for MSRP \$110/100 at [Foot Locker](#), [eastbay.com](#), [shopadidas.com](#) and NBA Jam Session in Orlando.

adidas Originals leads the off-court line with the AR2.0. Following up on the popular adi-Rise model, the AR2.0 is inspired by the iconic adidas Forum Mid basketball shoe, but with a modern off-court look featuring a clean vulcanized sole and patent leather strap. It features gold stars on the sockliner and navy/orange colorway to tie to NBA All-Star in Orlando and is available now for MSRP \$95 at [Foot Locker](#).

In Orlando, NBA All-Star Jam Session with adidas provides fans the once in a lifetime experience of participating in the NBA All-Star excitement. Fans have the opportunity to meet and collect autographs from NBA Players and Legends and see some of their favorite NBA players, mascots, dance teams, and celebrities. Jam Session is non-stop basketball action where fans can indulge in everything basketball from comparing hand and shoe size to competing in skills challenges or getting basketball tips from NBA Players and Legends. Fans will have the opportunity to jump on the adidas court to take part in a variety of events and exhibitions. The NBA All-Star Jam Session presented by adidas will take place at the Orlando Convention Center from Feb. 23-26. For event times and schedule visit the [NBA Jam Session Facebook page](#).

### **About adidas**

adidas has been providing innovative products for the world's best athletes for more than 50 years, from past legends to today's superstars, such as Dwight Howard, Derrick Rose Candace Parker and Chauncey Billups. On April 11, 2006 adidas and the National Basketball Association signed an 11-year global merchandising partnership making the adidas brand the official uniform and apparel provider for the NBA, the Women's National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season.

### **About the NBA**

The NBA, founded in 1946, is a professional sports league and global business that features 30 teams in the United States and Canada. During the 2010-11 season, NBA games reached 215 countries and territories in more than 40 languages. End-of-season NBA rosters featured 85 players from 41 countries and territories. NBA merchandise is sold in more than 125,000 stores in 100 countries on six continents. NBA.com averages more than 26 million page views per day, with more than 50 percent of the site's visitors coming from outside of North America. The NBA is the No. 1 U.S. sports league on Facebook, Twitter, and YouTube, with the most

fans, followers, and videos viewed on each, respectively. Through NBA Cares, the league, its teams and players have donated more than \$165 million to charity, completed more than 1.7 million hours of hands-on community service, and created more than 625 places where kids and families can live, learn, or play.

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For more information, visit [news.adidas.com](https://news.adidas.com), [adidas Basketball Facebook page](#), [www.nba.com](https://www.nba.com) or contact:

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