



ADIDAS SIGNS ROBERT GRIFFIN III

PORTLAND, Ore. – February 21, 2012 – adidas today announced a partnership with 2011 Heisman Trophy winner and top NFL Draft prospect quarterback Robert Griffin III of Baylor University.

“adidas is a perfect fit for me,” said Griffin III. “They are always focused on the athlete first and that’s important for the way I play and the way I train. I’m excited to be part of the adidas family.”

The 2011 Heisman Trophy winner, Davey O’Brien Award recipient and Associated Press College Football Player of the Year, Griffin III was a consensus first-team All-American finishing his Baylor career holding school records for passing yards, total offense, passing efficiency and passing touchdowns. Beyond the football field, Griffin III was an Academic All-American and graduated early with a degree in Political Science.

“Robert Griffin III is an athlete first and we respect everything he brings to the game,” said David Baxter, vice president of Sport Performance for adidas America. “His team player mentality, strong leadership on and off the field and genuine character combined with explosive and dominant athleticism make him a perfect fit for our brand. He’s clearly a great football player but, importantly, he’s a great athlete.”

Griffin III is the latest addition to the adidas roster which includes names like NBA MVP Derrick Rose of the Chicago Bulls, Defensive Player of the Year Dwight Howard of the Orlando Magic, FIFA World Player of the Year Lionel Messi of FC Barcelona, MLB All-Star Justin Upton of the Arizona Diamondbacks, Defensive Rookie of the Year Von Miller of the Denver Broncos, U.S. track and field sprinter Tyson Gay, U.S. Women’s National Soccer Team midfielder Heather O’Reilly and WTA star Caroline Wozniacki.

Griffin III will be featured in a variety of adidas marketing initiatives this year and will play a role in the development of football, running and training apparel and footwear, including the lightest in class adizero collection.

The adidas adizero line features the adizero 5-Star low, which at 6.9 ounces is the lightest cleat in football, the 7.9 ounce adizero 5-Star Mid, the lightest mid in the game and the adizero Rush, one of the lightest every day running shoes on the market at 7.5 ounces.

Athletes and fans can follow the conversation on Twitter at [#adizero](#) or visit facebook.com/adidasFootballUS and facebook.com/adidasrunning for the latest information.

adidas develops high-performance and lightweight footwear, apparel and accessories for some of the greatest athletes and teams including more than 70 collegiate football programs and NFL Defensive Rookie of the Year Von Miller of the Denver Broncos, Pro Bowlers Jimmy Graham of the New Orleans Saints and Frank Gore of the San Francisco 49ers, DeMarco Murray of the Dallas Cowboys, Eric Berry of the Kansas City Chiefs, Reggie Bush of the Miami Dolphins, Mario Williams of the Houston Texans, Lawrence Timmons of the Pittsburgh Steelers and C.J. Spiller of the Buffalo Bills.



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