



ADIDAS ANNOUNCES DATES FOR 2012 GRASSROOTS BASKETBALL TOURNAMENTS

PORTLAND, Ore. (April 9, 2012) – adidas today announced its 2012 grassroots basketball events schedule including the adidas Invitational, adidas Super64 and a new VIP Exclusive Run tournament, all showcasing the best young basketball players in the country.

This year, adidas introduces the VIP Exclusive Run, a new three-day elite basketball tournament, April 20-22 in Las Vegas, where 80 of the top 15, 16 and 17 year old AAU teams in the country will compete. The fourth annual adidas Invitational kicks off July 11-15 in Indianapolis and features more than 300 AAU teams. Now in its ninth year, adidas Super 64 taking place July 25-29 in Las Vegas is one of the most prestigious AAU summer tournaments attended by more than 500 boys and girls teams.

“We are excited to add another marquee event to our high school basketball calendar,” said Chris Grancio, head of global basketball sports marketing for adidas. “The VIP Exclusive Run provides another great avenue to support, grow and develop the game of basketball at all levels.”

Along with the VIP Exclusive Run, adidas Invitational and adidas Super64, adidas will continue the highly successful adidas Nations as the premier international grassroots basketball program. adidas Nations brings together the top high school basketball players from the U.S., Europe, Africa, Asia, Australia and Latin America to train and compete. The adidas Nations Global final event will be in Southern California August 2-6.

Former adidas Grassroots participants include NBA athletes Dwight Howard, Derrick Rose, Eric Gordon, Jrue Holiday and Serge Ibaka.

About adidas Basketball

adidas has been providing innovative products for the world’s best athletes for more than 60 years, from past legends to today’s superstars, such as Derrick Rose, Dwight Howard, Candace Parker, Tim Duncan and Chauncey Billups. adidas outfits the best basketball players in the world as the official uniform and apparel provider for the NBA, the Women’s National Basketball Association and the NBA Development League along with the top collegiate basketball programs including Kansas, Baylor, Michigan, Louisville, Indiana and Notre Dame.

For more information or media credentials please visit www.adidasgrassroots.com, news.adidas.com/us/basketball or contact:

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