



## ADIDAS SIGNS FIRST ROUND PICK KENDALL WRIGHT

**PORTLAND, Ore. – July 20, 2012** – adidas today announced a partnership with former Baylor University All-American wide receiver and 2012 NFL first round draft pick Kendall Wright of the Tennessee Titans.

“I’m excited to officially join the adidas family,” said Wright. “I wore adidas at my Pro Day and in minicamps and really like their workout gear and super lightweight cleats.”

As a wide receiver for Baylor, Wright broke or tied 16 school records including career receptions and receiving yards. Wright started all four years for the Bears and was named to the All-Big 12 team three years in a row. During the 2011 season, Wright caught 108 receptions for 1,663 yards and 14 touchdowns—all school records. In April, the Tennessee Titans selected Wright with their first round pick in the 2012 NFL draft.

“Kendall Wright is one of the most dynamic wide receivers entering the league this year,” said Mark Daniels, director of football for adidas America. “His record-breaking career at Baylor showed off his speed and athleticism that will allow him to make an immediate impact at this professional level.”

Wright is the latest addition to the adidas football roster which includes his college teammate, 2011 Heisman Trophy winner Robert Griffin III of the Washington Redskins, 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, Ryan Tannehill of the Miami Dolphins, DeMarco Murray of the Dallas Cowboys, Eric Berry of the Kansas City Chiefs, Reggie Bush of the Miami Dolphins, Mario Williams of the Buffalo Bills, Lawrence Timmons of the Pittsburgh Steelers and C.J. Spiller of the Buffalo Bills.

At Titans mini-camp, Wright wore the 7.9 ounce adizero 5-Star Mid, the lightest mid cleat in the game and he’ll continue to wear footwear from the lightest in class adizero collection next season.

A native of Pittsburg, Texas, Wright visited the FOX Sports Southwest Texas 7-on-7 State Championships presented by adidas this week to coach players, show off adizero cleats and gloves and meet fans.

“Football is life in Texas,” said Wright. “Growing up, I tried out a lot of different football gear but nothing compares to what I’m wearing now with adidas. The kids I’m showing adidas to at the Texas 7on 7 can’t believe it either. Players pick up the cleats I’m wearing and keep saying they feel as light as track shoes.”

Fans can learn more about the adizero 5-Star and see photos of Wright at the FOX Sports Southwest 7-on-7 State Championships presented by adidas at [www.Facebook.com/adidasFootballUS](http://www.Facebook.com/adidasFootballUS) and follow the conversation on Twitter via [@adidasUS](https://twitter.com/adidasUS) and [#adizero](https://twitter.com/adizero).



**About adidas**

adidas Football develops high-performance and lightweight football cleats, apparel and accessories for some of the top players and teams in the game including more than 70 collegiate football programs. adidas is a global designer and developer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world.

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