**adidas continues the BOOST™ revolution**

**Introducing new colourways, new running families and Revolution 30**

Since its introduction to the South African market at a local launch event in February 2013, the Energy Boost running shoe has revolutionised the running world. Featuring the groundbreaking cushioning technology BOOST™, that provides the highest energy return in the running industry, it has set a new benchmark for running footwear.

BOOST™ technology is now being rolled out to more adidas running footwear. In addition to the Energy Boost franchise, that will be available in four new colourways for both men and women, BOOST™ cushioning is now also available in the adistar, adizero and Sonic running footwear families.

The key to the BOOST™ innovation lies in thousands of small energy capsules which make up the footwear’s distinctive midsole. With their unique cell structure, these capsules store and unleash energy more efficiently in every stride. As a result, BOOST™ at last combines the previously contradicting performance benefits of soft cushioning and responsiveness to give runners a running experience unlike any other. The revolutionary cushioning material also maintains its performance in almost any conditions, at unparalleled levels and over hundreds of kilometres.

See video here: <http://www.youtube.com/watch?v=jxMFXiBUYBg>

With this reintroduction of Boost also comes the bold initiative, Revolution 30, which kicks off across all adidas Concept stores, selected Totalsports, Sportsmans Warehouse, Cross Trainer and other running specialist stores from the 2nd August to the 18th September. adidas is so confident about this groundbreaking technology that Revolution 30 will allow customers to purchase any pair of adidas Boost running shoes (excluding Sonic Boost), trial the pair and if not entirely satisfied, return them within 30 days to get a full refund.\*

The new colourful Energy Boost collection, adistar, adizero and Sonic Boost will be available at adidas Concept stores nationwide and selected retailers, with the recommended retail price starting from R1, 299.00 ranging to R1, 699.00.

For further information please visit the [adidas News Stream](http://news.adidas.com/ZA), [adidas.co.za/running](http://www.adidas.co.za/football/), [adidasrunning.co.za](http://www.adidasrunning.co.za/site/) or [@adidasZA](https://twitter.com/adidasZA) on Twitter to join the conversation. Unlock [the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage.

\*Terms and conditions apply. See [adidasrunning.co.za/revolution30terms](http://www.adidasrunning.co.za/revolution30terms).

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**Notes to Editors:**

* The BOOST™ foam material combines previously contradicting performance benefits of soft and responsive cushioning.
* The energy return is provided by energy capsules in the midsole which store and release energy so efficiently that runners feel the difference from the first moment they put the shoes on.
* The new Energy Boost collection comes in eight new exciting colourways, four for women and four for men, respectively.
* Based on an innovative process developed by adidas’ partner BASF, the world's leading chemical company, solid granular material (TPU) is literally blown up and turned into small energy capsules which make up the shoe’s distinctive midsole.
* When tested at extreme temperatures from +40 to -20 degrees Celsius, BOOST™ foam performs more consistently and does not lose its cushioning properties like standard EVA. BOOST™ also maintains its key characteristics better over its lifetime than the comparable EVA midsole.
* Energy Boost is miCoach compatible.
* Additional adidas technology featured in the Energy Boost includes: a special mid-foot support frame which cradles the foot in place, an extended TORSION® system from heel to toe which helps to minimise roll for more stability; an adiwear outsole which reduces wear in key sole areas and extends the life of the shoe; and an external heel counter which maximises the heel fit and comfort during the run.
* adizero adios Boost – adidas premium racing shoe now includes the revolutionary Boost foam with grips (continental rubber) perform 20% better in wet weather than any other EVA material.
* adistar Boost – now includes top 4 product technologies including grips (continental rubber) perform 20% better in wet weather than any other EVA material.
* Sonic Boost – EVA midsole with inserts of Boost foam giving you the Boost experience at a more affordable price point. This Boost running family will not form part of Revolution 30.
* See [www.adidasrunning.co.za/revolution30terms](http://www.adidasrunning.co.za/revolution30terms) for Revolution 30 terms and conditions.
* Participating retail outlets include:
	+ adidas Concept stores: Canal Walk, Eastgate, Waterfall Mall, Gateway, Centurion, Waterfront, Rosebank, The Bridge PE, Woodlands Mall, Sandton, Blue Route Mall, Fourways.
	+ Totalsports: Benoni Lake , Blue Route Mall, Boulders Midrand TF, Brooklyn Mall, Canal Walk, Cavendish, Centurion, Clearwater, Cresta, East Rand Mall, Eastgate, Festival Mall, Fourways, Garden Route Mall, Gateway, Goldfields Mall, Greenacres, Greenacres 51, Greenstone, Inkwazi Mall Richards Bay, Klerksdorp, La Lucia, Loch Logan, Lynwood, Maerua Mall, Mall of the North, Maponya Mall, Melrose Arch, Menlyn, Mimosa Mall, Montana, Mooi River Mall, Musgrave, Nelspruit Mall, Rustenburg Mall, Sandton, Secunda, Somerset Mall, The Glen, The Reds, Tygervalley, Tzaneen, Upington, Vaal Mall, Vaal Mall TF, Vincent Park, Waterfront, Wernhill, Westgate, Westville Pavillion, Woodlands.
	+ Sportsmans Warehouse: Rondebosch, Fourways, Gateway, Atterbury, Tygervalley
	+ Crosstrainer: Eastgate 2, Sandton 2, Menlyn, V&A Waterfront, Rosebank The Zone.
	+ Sweatshop: Cavendish, Dunkeld, Fourways, Pretoria.
	+ Run Away Sports: Pretoria.
	+ Solly M: Durban.
	+ The Athletes Foot: Cape Town.
	+ Poobie Naidoo: Pietermaritzburg.
	+ The Footballer and Sports: Port Elizabeth.
	+ Brian Bands Sports: Port Elizabeth.

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