**miami heat and adidas unveil**

**NBA championship ring ceremony collection**

*New Apparel Collection to Celebrate Miami HEAT’s NBA Championship*

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| **OVERVIEW** | As the official on-court apparel provider for the NBA, adidas will celebrate the Miami HEAT’s 2013 NBA Championship with the debut of the NBA Championship Ring Ceremony Collection on Oct. 29.  Designed by adidas and the Miami HEAT, the exclusive collection includes apparel and headwear to celebrate the team’s memorable 2013, 2012 and 2006 championship seasons. The collection includes a commemorative track jacket and swingman jersey featuring the Larry O’Brien NBA Championship Trophy. |
| **ON-COURT TRACK JACKET** | * HEAT players will wear the on-court track jacket during the ring ceremony on opening night, Oct. 29, in Miami * Larry O’Brien NBA Championship Trophy logo featured on the back celebrates the HEAT’s NBA titles in 2013, 2012 and 2006 * Features repeating championship logo on the front and accents in commemorative gold |
| **SWINGMAN JERSEY** | * Commemorative jersey features stitched printed twill player name, team word-mark and numbers outlined in commemorative gold * Larry O’Brien NBA Championship Trophy logo appears on left chest * Repeating championship logo on the front |
| **CLIMALITE TEE** | * Features Larry O’Brien NBA Championship Trophy logo printed in special liquid gold ink * Climalite fabric designed to wick sweat away from your skin |
| **HAT COLLECTION** | * Final victory hat collection celebrates HEAT’s 2013 NBA championship * On-court snapback: Red with black brim featuring HEAT’s championship logo on the front and two-tone adjustable snapback * Flat brim strapback: White with black brim featuring gold bordered HEAT logo on the front and championship logo on the back with an adjustable strap * Structured flex: Grey camo graphics with white brim and text “2013 NBA Champions” |
| **AVAILABILITY** | adidas Miami HEAT NBA Championship Ring Ceremony Collection is available Oct. 15 on [NBAStore.com](http://www.nbastore.com) |
| **FOR MORE INFORMATION** | For more information, visit [news.adidas.com](http://www.news.adidas.com) and [facebook.com/adidasbasketball](http://www.facebook.com/adidasBasketball), plus [@adidasHoops](https://twitter.com/adidashoops) on Twitter and Instagram or contact: Madeline Breskin, adidas PR, (o) 971.234.2220, (m) 971-295-6936, [Madeline.Breskin@adidas.com](mailto:Madeline.Breskin@adidas.com) or Sheena Morales, NBA Communications, (o) 212.407.8204, (m) 201.560.7682, smorales@nba.com |

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