**ADIDAS SIGNS NBA superstar jeremy lin**

**PORTLAND, Ore. (January 6, 2014)** – adidas today announced a partnership with NBA point guard Jeremy Lin of the Houston Rockets.

“I’m really excited to join the adidas family,” said Lin. “They’ve changed the game with new technology and style and I can’t wait to be a part of it.”

Lin joins the adidas basketball roster which includes teammate and seven-time NBA All-Star Dwight Howard and a lineup of elite point-guards highlighted by Derrick Rose of the Chicago Bulls, John Wall of the Washington Wizards and Damian Lillard of the Portland Trail Blazers.

“Jeremy’s relentless drive, passion for the game and background of leading winning teams throughout his career makes him a perfect fit for the adidas brand,” said Chris Grancio, adidas head of global basketball sports marketing.

Unheralded as a high school player, undrafted from Harvard University and cut twice from NBA rosters, Lin made global headlines when he led the New York Knicks to an improbable seven game winning streak in February 2012. Dubbed “Linsanity,” his rise to stardom was fueled by elite playmaking ability and clutch shooting as he became the only NBA player in modern history to tally 20 points and seven assists in his first five starts.

Lin joined the Houston Rockets in 2012 and has helped them become one of the Western Conference’s top teams while averaging over 14 points, four assists and two rebounds per game this season.

Lin will be featured in a variety of upcoming adidas marketing initiatives and will play a role in the development of basketball footwear and apparel.

Other adidas athletes include WNBA MVP Candace Parker, FIFA World Player of the Year Lionel Messi FC Barcelona and six-time tennis Grand Slam singles champion Novak Djokovic.

**About adidas**
adidas has been providing innovative products for the world’s best athletes for more than 50 years, from past legends to today’s superstars, such as Derrick Rose, Dwight Howard and Candace Parker.  On April 11, 2006 adidas and the National Basketball Association signed an 11-year global merchandising partnership making the adidas brand the official uniform and apparel provider for the NBA, the Women’s National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season.

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