

**FOR IMMEDIATE RELEASE**

BROOKLYN NETS UNVEIL HOME ALTERNATE UNIFORM

**BROOKLYN, N.Y., Jan. 24, 2014** - The Brooklyn Nets and adidas today unveiled their alternate home jersey, which will be worn on Brooklyn Blue Nights at Barclays Center. The team will debut the jersey when they host the Boston Celtics for the first of five Brooklyn Blue Nights on Wednesday, March 21.

The short-sleeve jersey features a grey body with blue piping and trim line and a signature blue Brooklyn wordmark across the chest.

“Blue is one of the official colors of Brooklyn, so we are proud to connect the Nets with the borough’s storied tradition,” said Brett Yormark, CEO of the Brooklyn Nets and Barclays Center. “We are honored to pay homage to our home borough.”

The Nets join several NBA teams wearing the short-sleeve alternate uniforms this season including the Minnesota Timberwolves, Phoenix Suns, Golden State Warriors and Los Angeles Clippers. The Nets, along with nine other teams, also wore short-sleeve "BIG Logo" jerseys on Christmas Day.

The Brooklyn Blue Nights jersey, along with t-shirts and hats, are currently available for men, women, and kids at the Nets Shop by adidas at Barclays Center and on [NetsStore.com](http://www.netsstore.com/).

For more information, please [visit news.adidas.com](http://news.adidas.com), [Facebook.com/adidasBasketball](http://facebook.com/adidasbasketball) and follow adidas Basketball on [Twitter](http://twitter.com/addiashoops).

**About adidas**
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 Dwight Howard, Derrick Rose, Damian Lillard and John Wall.  On April11, 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.

**About The Brooklyn Nets**

The Brooklyn Nets, presented by SW24, were officially launched in April 2012 and play their home games at Barclays Center located at the crossroads of Brooklyn, Atlantic and Flatbush Avenues. A member of the Eastern Conference's Atlantic Division, the Nets advanced to the NBA Playoffs in 2013 for the first time since 2007.

Prior to its relocation to Brooklyn, the team was called the New Jersey Nets. Starting in 1977, the Nets played their first four seasons in New Jersey at the Rutgers Athletic Center in Piscataway, before moving in 1981 to Brendan Byrne Arena in East Rutherford (later renamed Continental Airlines Arena and IZOD Center). They remained in East Rutherford for 29 seasons until relocating to the Prudential Center in Newark in 2010. The Nets have reached the postseason 17 times, won four Atlantic Division titles and two Eastern Conference Championships, reaching the NBA Finals in 2002 and 2003. Prior to joining the NBA, the team was a member of the ABA and was called the New York Nets. Playing their home games at the Nassau Coliseum on Long Island, the Nets won two ABA championships in 1974 and 1976.

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