**ADIDAS EXTENDS PARTNERSHIP WITH NBA ALL-STAR DAMIAN LILLARD**

*Star point guard to remain a focal point of adidas Basketball brand*

**PORTLAND, Ore. (April 14, 2014)** – adidas today announced a long-term partnership extension with NBA All-Star point guard Damian Lillard of the Portland Trail Blazers. The young star will continue to be an integral part of adidas Basketball’s marketing campaigns, product launches and global initiatives moving forward.

“adidas has been great to me over my first two seasons,” said Lillard. “I’ve had the opportunity to wear a lot of great product, help design special versions of shoes, be a part of TV commercials and travel the world with the brand. I’m excited for what the future holds for me and adidas.”

Lillard’s dedication to basketball brought immediate success in his young NBA career, including being named the unanimous Kia NBA Rookie of the Year. This season, Lillard took another step forward, earning a spot on the Western Conference NBA All-Star team where he also became the first player to complete in all five events at All-Star weekend. Lillard’s improvement has led to team success, as the Trail Blazers have clinched a playoff spot in the tough Western Conference for the first time in three seasons.

“Damian has proven to be not only an amazing basketball player, but a great partner, member of the community and someone who creates excitement for our products,” said Chris Grancio, adidas head of global basketball sports marketing. “His leadership and commitment to success on the court and his ability to interact and relate to fans through social media and the community make him the perfect fit to be one of the cornerstones of the adidas brand.”

After being overlooked by large collegiate programs coming out of high school in Oakland, Calif., Lillard attended Weber State University where he excelled for three seasons. Lillard quickly raised his draft status in 2012 where he was selected by the Portland Trail Blazers with the sixth overall pick. Lillard is currently averaging 21 points, six assists and four rebounds per game for the Trail Blazers.

Other adidas athletes include Derrick Rose of the Chicago Bulls, WNBA MVP Candace Parker and four-time FIFA World Player of the Year Lionel Messi FC Barcelona.

**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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| **Paul Jackiewicz, adidas PR** |  |
| (o) 971-234-2357 |  |
| (m) 503-593-5316 |  |
| paul.jackiewicz@adidas.com |  |