ADIDAS AND ESPN ANNOUNCE TELECAST AGREEMENT

*ESPNU to Air adidas Super 64 and adidas Nations Championship Games*

PORTLAND, Ore. (June 5, 2014) – adidas and ESPN today announced a three year television agreement to air championship games of the adidas Uprising basketball program. Programming includes the championship and All-Star game of the adidas Super 64 from Las Vegas and adidas Nations championship and 3rd place games from Los Angeles. This year, Super 64 will be televised on Sunday, July 27 and the Nations championship and 3rd place games on Monday, August 4.

“adidas Uprising is the premier program to help the game’s next superstars reach their potential,” said Jeff Robbins, manager of grassroots basketball for adidas. “Partnering with ESPN is a unique opportunity for adidas to bring elite high school basketball to millions of viewers across the country.”

adidas Uprising includes a four-tournament series, an elite skills camp and adidas Nations, all designed to showcase the best young basketball players in the country. Former adidas Uprising participants include NBA athletes Dwight Howard, Derrick Rose, Eric Gordon, Jrue Holiday, Joakim Noah and Serge Ibaka.

One of the most prestigious AAU summer tournaments, adidas Super 64 is the culmination of a four-part tournament series where the best 15, 16, and 17-year-old teams in the country compete to qualify for a spot in the championship event. Qualifying tournaments were held in Dallas, April 25-27, Indianapolis, May 16-18 and Orlando, May 23-26 with only the top 64 teams receiving invitation to compete in Las Vegas.

Now in its eighth year, adidas Nations brings together the top high school basketball players from the U.S., Europe, Africa, Asia, Australia and Latin America to train and compete. Current NBA players, highly esteemed NBA veterans and collegiate players join the global program as head coaches, mentors and camp counselors.

**About adidas Basketball**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 Derrick Rose, Dwight Howard, Candace Parker, Tim Duncan and Damian Lillard.  adidas outfits the best basketball players in the world as the official uniform and apparel provider for the NBA, the Women’s National Basketball Association and the NBA Development League along with the top collegiate basketball programs including Kansas, Baylor, Michigan, Louisville and Indiana.

**About ESPNU**

The 24-hour college sports television network airs more than 650 live events annually and offers over 1,000 original studio shows. ESPNU has seen a steady increase since its inception on March 4, 2005 and is now in over 74 million households. The brand is also available in high definition on ESPNUHD, now in over 20 million homes. The network has long-term carriage agreements with all 10 of the top multichannel TV providers – Cablevision, Charter, Comcast, Cox, DirecTV (Channel 208), DISH Network (Channel 141), Mediacom, Time Warner Cable, Verizon FiOS TV and AT&T U-verse.

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For more information please visit [www.adidasUprising.com](http://www.adidasUprising.com), [news.adidas.com/us/basketball](http://news.adidas.com/us/basketball) or contact:

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