**adidas Supernova Sequence BOOST™ Defies the**

**Stability Running Shoe Stigma with Uncompromised Comfort**

**Herzogenaurach, Germany (Jul 2014)** – adidas has broken tradition with the Supernova Sequence BOOST by delivering exceptional support and the uncompromised comfort missing from today’s stability running shoes.

Supernova Sequence BOOST uses a full length STABLEFRAME which guides the foot throughout the foot strike by allowing the foot to sit within the frame rather than on top of it to provide support only when and where it’s needed. The exceptional comfort not typically found in stabilizing running shoes comes from a technically sound combination of adidas innovations highlighted by BOOST™ foam cushioning and Torsion System.

“Supernova Sequence BOOST is the most stable adidas running shoe we’ve ever tested and one of the most stable running shoes on the market today,” said Andrew Barr, Senior Product Manager, adidas Running. “Supernova Sequence BOOST delivers the best of both worlds by providing the adaptive stability and uncompromised comfort that most runners assume they have to abandon when buying a stabilizing running shoe.”

In addition to added comfort, BOOST provides a higher Energy Return than any other foam cushioning material in the running industry by using thousands of energy capsules that remain incredibly soft yet responsive in almost any weather condition. BOOST works in harmony with adidas Torsion System which has continued to thrive and evolve since its introduction in 1989. The finely tuned Torsion System allows Supernova Sequence BOOST to adapt to any running surface upon landing while ensuring midfoot support in the plant and push-off phases.

An engineered mesh upper delivers additional support on both the lateral and medial side of the Supernova Sequence BOOST. This works with its midfoot panel which provides added stability through the use of new material and construction. A full heel-to-toe Continental™ rubber outsole with a strategically flattened surface distributes the load of impact over a larger area, further contributing to its superior stability.

Supernova Sequence BOOST is made for anyone in need of a stabilizing running shoe and provides a smoother landing and stable ground contact through its intricately engineered support system.

The Supernova Sequence BOOST weighs will be available for purchase at adidas Sport Performance Stores and selected retailers worldwide with a recommended retail price of €140/$130.

**To** **purchase** Supernova Sequence BOOST, please visit [www.adidas.com/running](http://www.adidas.com/running), **for** **more information** on adidas Running visit our social media newsroom [www.news.adidas.com](http://news.adidas.com/Global) and follow us on [www.facebook.com/adidasrunning](http://www.facebook.com/adidasrunning) and [www.twitter.com/adidasrunning](http://www.twitter.com/adidasrunning).

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**About adidas**

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

**About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 50,000 people across the globe and generated sales of € 14.5 billion in 2013.