**Crazylight Boost**

**THE FACTS**

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| **BOOST TECHNOLOGY** | Crazylight Boost is an all-new basketball shoe that brings a **game-changing energy return innovation** to the court for the first time.  Boost cushioning helps players through the fourth quarter with an ideal combination of **energy return, responsiveness and comfort.**  **Damian Lillard** of the Portland Trail Blazers, **Joakim Noah** of the Chicago Bulls, **Jrue Holiday** of the New Orleans Pelicans, **Mike Conley** of the Memphis Grizzliesand **Jeff Teague** of the Atlanta Hawks will debut the **Crazylight Boost** this season. |
| **REVOLUTIONARY CUSHIONING** | Boost features an **industry-first** cushioning technology unlike any other foam in basketball.  **Thousands of capsules** make up Boost, providing soft, lightweight cushioning that helps **store and release** **energy** efficiently.  First introduced in running shoes in 2013, Boost has since been recognized as the **best cushioning in the industry** and outperformed **more than 800 shoes** tested by Runner’s World before making its way to the court. |
| **EXCEPTIONALLY LIGHT** | Staying true to the Crazylight franchise, the Boost model remains exceptionally light at **11.6 ounces**, helping make athletes faster and more comfortable than opponents. |
| **NBA-ATHLETE**  **TESTED** | Built and engineered specifically for basketball, the Crazylight Boost underwent **extensive research and collaboration** between adidas design and innovation teams.  For over a year, **the best athletes in the world** including top NCAA and NBA players, such as Patrick Beverley, Arron Afflalo and Ben McLemore, tested this footwear in a series of high performance drills and tests.  All athletes gave **universally positive feedback**, consistently preferring Boost over EVA cushioning during testing. |
| **UPPER, MIDSOLE, AND OUTSOLE CONSTRUCTION** | Every element of the Crazylight Boost is constructed to maximize the energy benefit of Boost.   * **ShockWeb** overlay adds strength and support while increasing depth and premium style * **Soft mesh upper** for increased comfort and breathability * All-new **collar design** features a unique cut offering the **mobility** of a low-topand **stability** of a mid * Tongue combines **GEOFIT** padding and **TECHFIT** four-way stretch mesh for added comfort and improved fit * **StableFrame** midsole offers support and smooth transition throughout the midfoot for comfort * **ShockWeb** outsole provides optimal traction, prime for quick cuts and lateral movement * **Torsion System** delivers balance to the outsole and provides Boost cushioning a strong platform for reaction and response |
| **DESIGN AND STYLE** | Crazylight Boost features three stripes horizontally placed across the toe, creating a **sleek, fast aesthetic.**  The Crazylight Boost will be available in a **variety of team and special colorways**, including player editions for Lillard and Timberwolves point guard Ricky Rubio. |
| **AVAILABILITY** | The Crazylight Boost ($140) will be available September 1 at[adidas.com](http://www.adidas.com/us/). |
| **MORE INFO** | For more information, visit [news.adidas.com](http://news.adidas.com), [adidas Basketball Facebook page](http://www.facebook.com/adidasbasketball), [www.adidasbasketball.com](http://www.adidasbasketball.com)or follow us on [Twitter](http://twitter.com/adidashoops) and [Instagram](http://instagram.com/adidashoops) @adidasHoops with [#Boost](https://twitter.com/search?q=%23boost&src=typd).  **Madeline Breskin, adidas PR**  (o) 971-234-2220  (m) 971-295-6936  [Madeline.Breskin@adidas.com](mailto:Madeline.Breskin@adidas.com) |

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